ALBUM

FLORIDA AND WEST INDIES HOTELS

1939

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LHS

Album

of

Florida & West Indies Hotels

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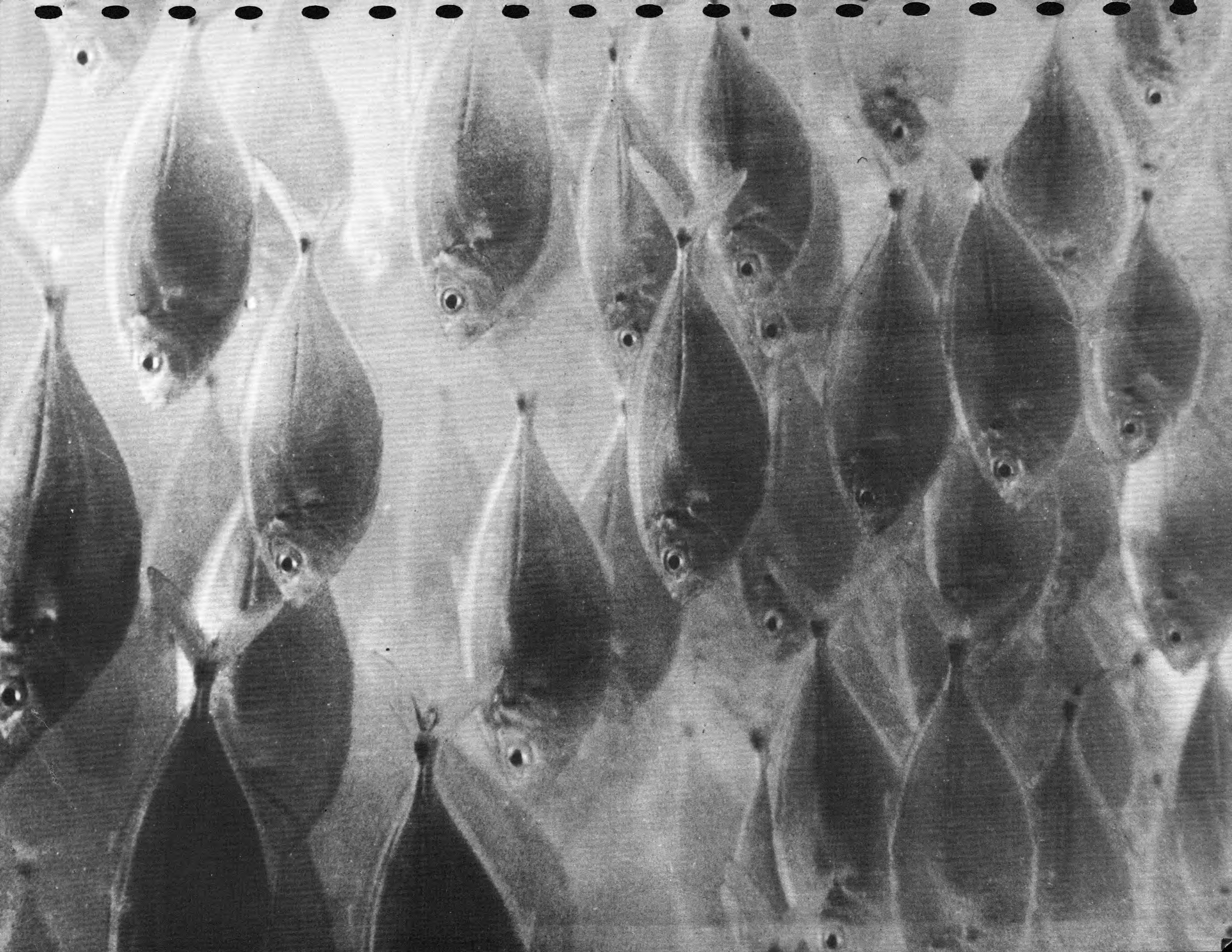
Florida and West Indies
Riviera of the Americas



The Florida State Hotel Association is glad to join in with other organizations of the State of Florida and with our neighbors in the British West Indies and Cuba in extending a cordial welcome to our visitors from other parts of the country.

In Florida you will find some of America's finest hotels and while visiting them every effort will be made to see that your stay will be comfortable and enjoyable and that you find things to do which most appeal to you in America's greatest playground.

Be it Florida, Nassau or Havana, a warm welcome awaits you.

Henry W. Dew, *President*

Florida State Hotel Association

HOW TO GO —— WHERE TO STAY —— WHAT TO SEE

Plan your Southern Trip the modern way . . . no irritating delays from individual inquiries . . . write direct to the hotels pictured herein, or consult the nearest Travel Agency or Bureau.

Select the Air Lanes and lengthen your visit . . . move quickly by rail to your destination in modern, air-cooled Pullmans . . . relax on board ship, or . . . motor over fine highways to the "Riviera of the Americas".

The finer hotels of Florida and the West Indies submit in a dignified manner this pictorial volume, with rates in varied classifications, supported by sufficient background information relative to educational and other facilities to assist in selecting easily your vacation itinerary and accommodations.

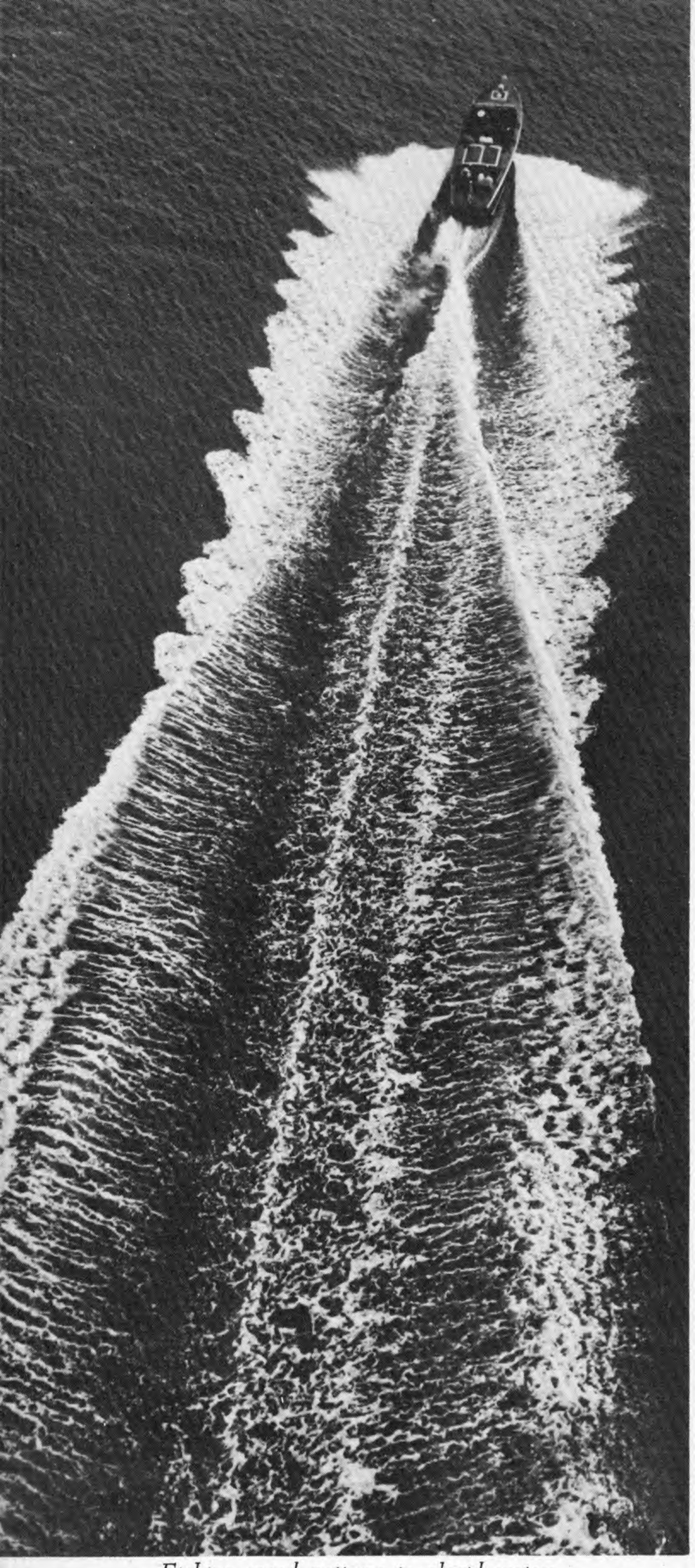
The more important features of each locality are outlined for the visitor. Mention of this publication will assure you special attention at any Travel Service, or from any of the advertisers represented herein.

The world traveler knows from actual experience, and will tell you, that Florida and the West Indies offer the maximum in climate, beaches, exotic beauty with luxury at a lower cost than found anywhere comparable in the World of Travel.

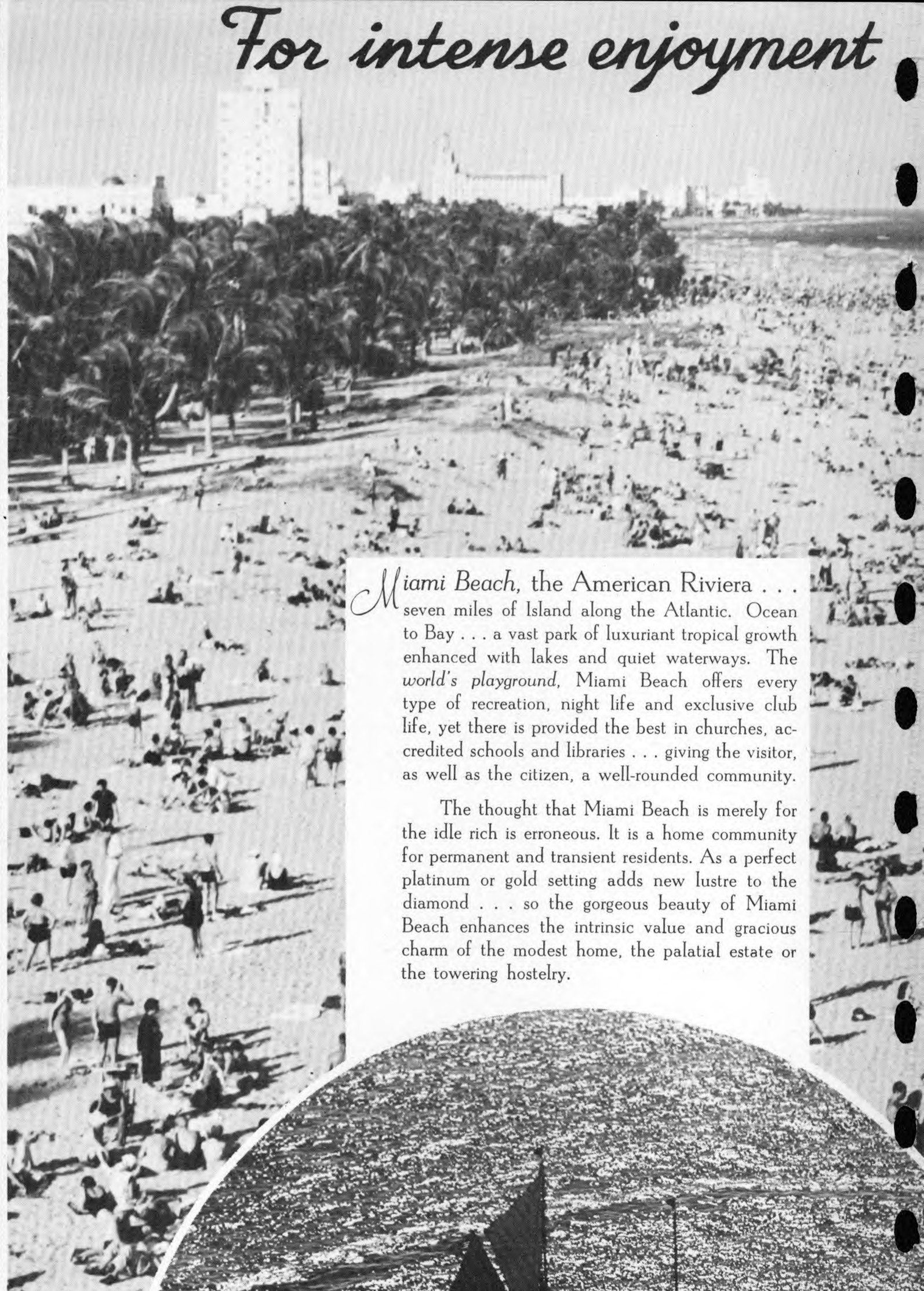
—The Publishers.

MIAMI BEACH

For intense enjoyment

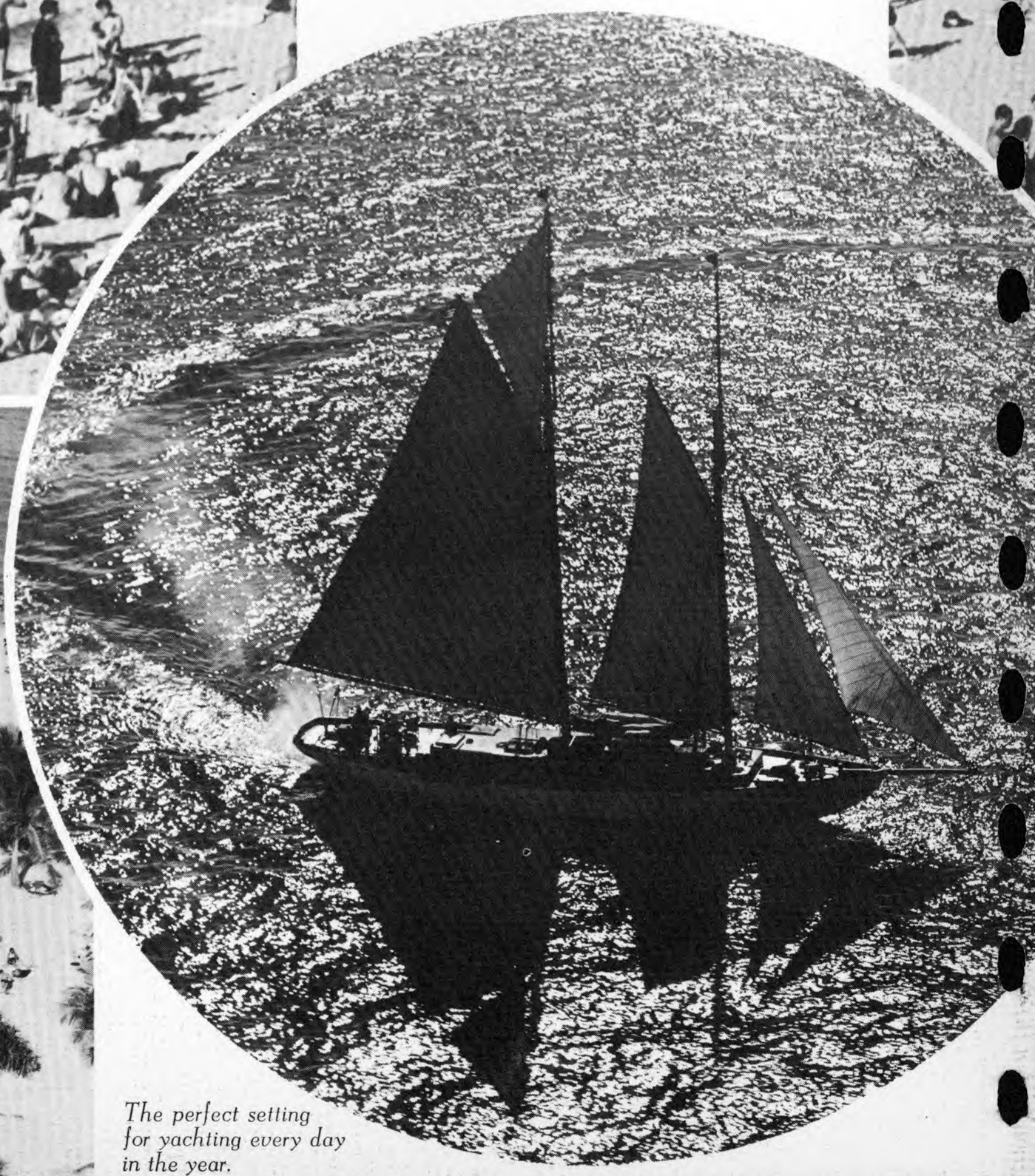


Etching speed patterns in placid waters.

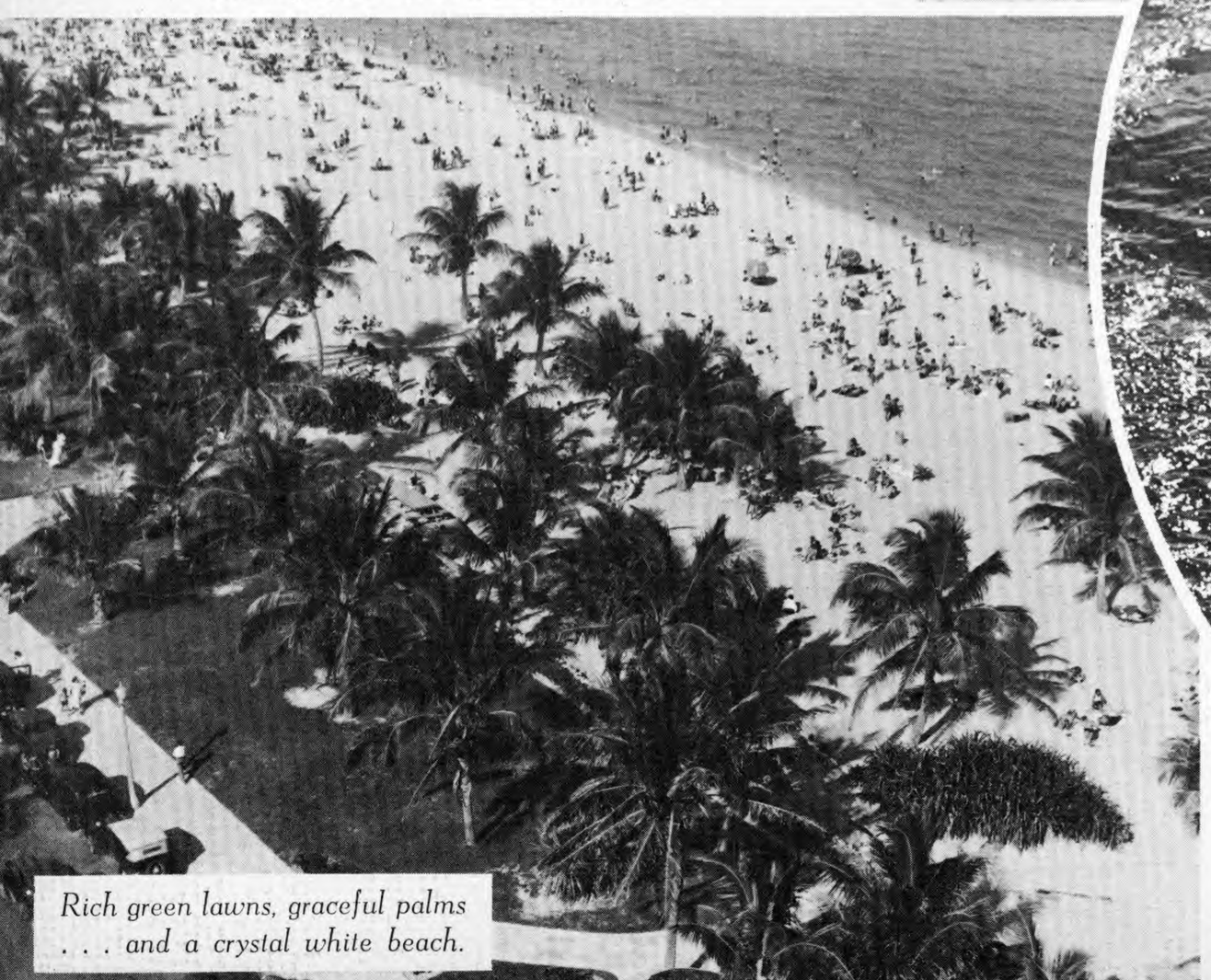


Miami Beach, the American Riviera . . . seven miles of Island along the Atlantic. Ocean to Bay . . . a vast park of luxuriant tropical growth enhanced with lakes and quiet waterways. The *world's playground,* Miami Beach offers every type of recreation, night life and exclusive club life, yet there is provided the best in churches, accredited schools and libraries . . . giving the visitor, as well as the citizen, a well-rounded community.

The thought that Miami Beach is merely for the idle rich is erroneous. It is a home community for permanent and transient residents. As a perfect platinum or gold setting adds new lustre to the diamond . . . so the gorgeous beauty of Miami Beach enhances the intrinsic value and gracious charm of the modest home, the palatial estate or the towering hostelry.



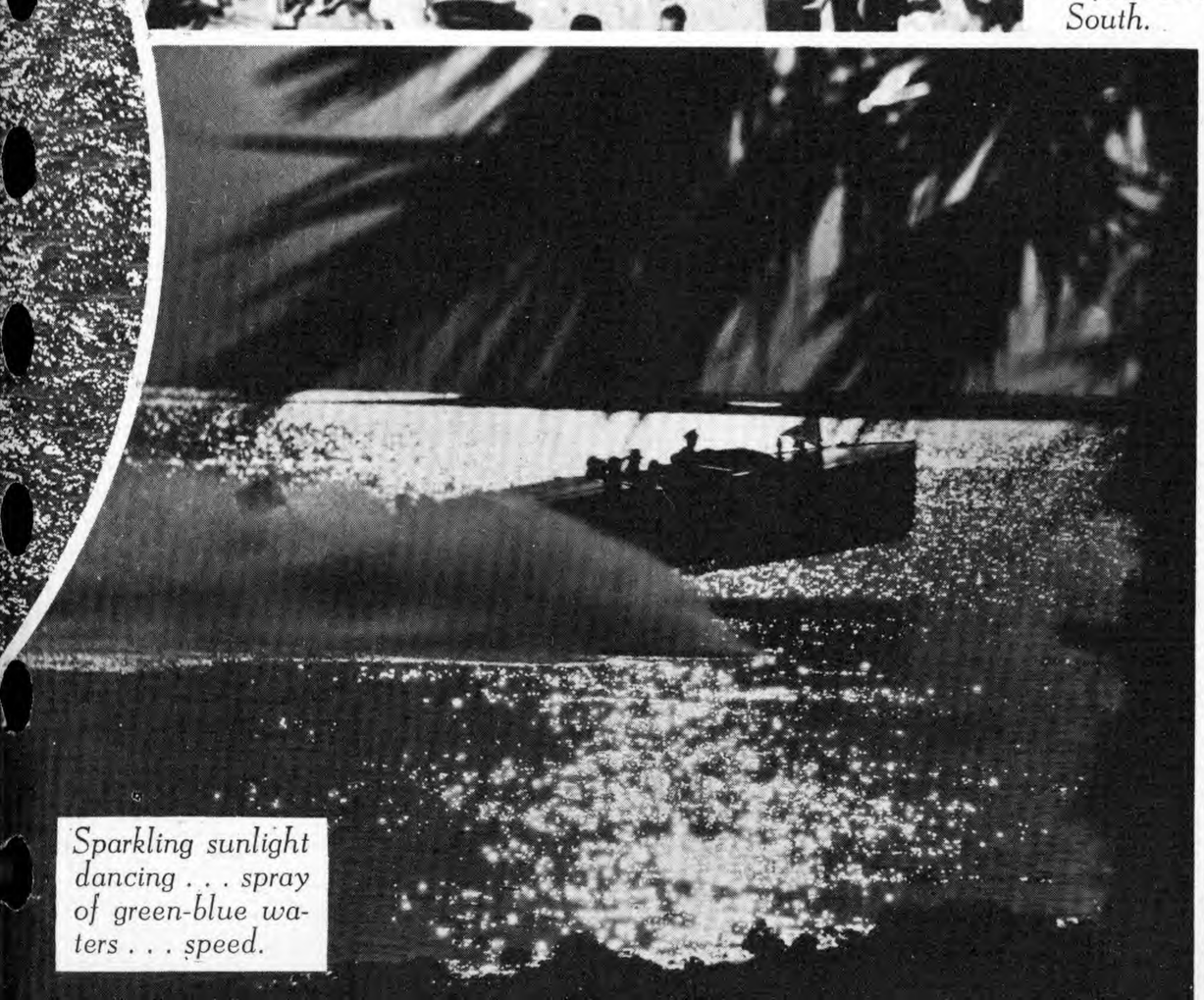
The perfect setting for yachting every day in the year.



Rich green lawns, graceful palms . . . and a crystal white beach.

. . . of your heart's desire . . . MIAMI BEACH meets this demand from new thousands . . . EVERY YEAR

Lincoln Road . . . Fifth Avenue of the South.



Sparkling sunlight dancing . . . spray of green-blue waters . . . speed.

Venice in a tropical setting.

The PANCOAST

DIRECTLY ON THE OCEAN

· MIAMI BEACH ·

The ocean is naturally the most important part of any beach vacation—and the Pancoast's exclusive seaside location provides the essential marine accent on the last word in Miami Beach

So make your plans for a Miami Beach vacation to include the PANCOAST, one of America's truly distinguished and—because of its carefully restricted clientele—most exclusive hotels.

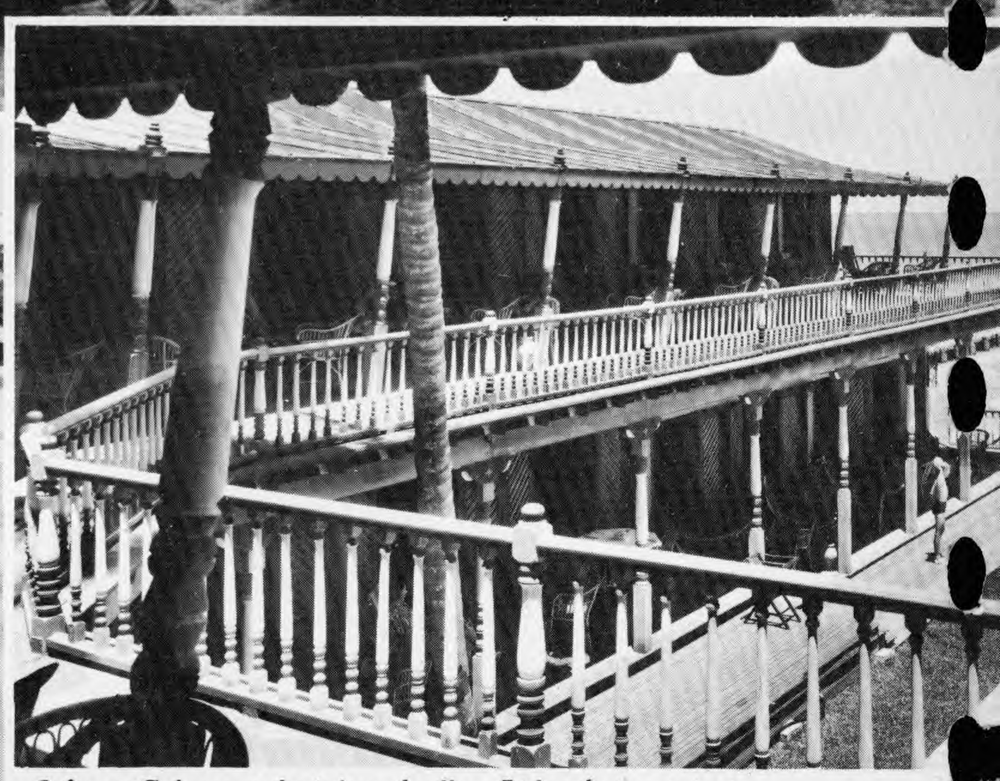
Here, in addition to traditional leadership in matters of appointments, cuisine and service, you have a palm-lined tropic sea at your doorstep—a spacious private beach to guard against unwelcome intrusion—*a smart Cabana colony* for the full enjoyment of luxurious leisure.

Open the year round, the staff of the PANCOAST operates smoothly and efficiently. Every modern improvement for the comfort of guests is included—from complete steam heat for the rare chilly mornings of winter to *optional air conditioning* for those who prefer "manufactured climate" in summer.

Rates are quoted American plan during the winter season, European in summer. For details, reservations, etc., it is advisable to write or wire well in advance.

ARTHUR PANCOAST, President

NORMAN PANCOAST, Manager



Cabana Colony, colorful umbrellas, Lido chairs, private oceanside promenade—life at the Pancoast accents the last word in Miami Beach.

ENTER...AND BE WELCOME
at the WHITMAN . . DISTINGUISHED *among the world's finer resort hotels.*

Luxuriously furnished living rooms and light, airy bedrooms give *The Whitman* suites that intimate feeling of a private home. Steam heat for rare cool mornings . . . no "court" or inside rooms . . . cool Cuban tile floors, large windows, Venetian Blinds—all in keeping with a tropical climate.

Yours for the choosing . . . a vacation of social and sports activity . . . or effortless lounging, as you may elect. Both formal and informal activities of this famous hostelry are increasingly attracting a knowing clientele from among *Miami Beach* socialites and permanent residents.

Breakfast, luncheon and dinner . . . under supervision of the finest chefs, are attractively and perfectly served on either the *Marine Terrace,* or in the formal dining room. There is a bather's cafe on the terrace just off our private beach. The *Sea Island Room* . . .a gathering place for the convivial minded at cocktail hour.

Social activities include bridge parties, dinner music, concerts, dances and an occasional picnic supper by moonlight. Radiating from *The Whitman* . . . outdoor sports typical of metropolitan Miami . . . horse and dog racing, golf, tennis, motoring, casinos, clubs, theatres, the world's smartest resort shops . . . are all quickly accessible.

A warm welcome . . . the finest in service and appointments is assured you.

For Reservations
Address Communications to
Fatio Dunham, Manager

Dancing in the patio by day or . . . under a starry blanket of Florida skies. In contrast . . . quiet seclusion of the lounge.

For a cocktail . . . the distinctive Sea Island Room.

Formal dining room overlooking the ocean. A wide choice of French and American cuisine have made it justly famous.

PER ARDUA SURGO

THE
Whitman
BY · THE · SEA

The ARISTOCRAT
of
MIAMI BEACH

LE ROY
HOTEL & VILLAS

"Showplace of Miami Beach"

ASMART, modern hotel adjoining luxurious individual apartment "villas". The ultimate in furnishings and appointments. Exotic Spanish-Moorish atmosphere with many authentic art treasures. Guest rooms and apartments are all livably large—offer a full range from "single" rooms to complete 2-bedroom housekeeping apartments. Quietly secluded in a full block between Collins Avenue (paralleling the Oceanfront) and Indian Creek between 32nd and 33rd Sts. You are assured of thoughtful service and attention to every detail for your complete comfort and enjoyment.

EVERY CONVENIENCE

In addition to convenience of location to all sports, recreation and amusement centers, the Le-Roy offers a full quota of "at home" conveniences. Complete meal service, featuring an excellent cuisine, is provided in the Main Dining Room, Dining Terrace and Coffee Shop. Swank cocktail lounge, beauty shop, cigar and novelty shop, barber shop, beautician and modiste are located on the premises, and a registered nurse is on duty day and night. Other features include:

•

RESTRICTED CLIENTELE

•

PRIVATE BEACH

•

LOCKER AND SHOWER ROOMS

•

AIR-CONDITIONED PUBLIC ROOMS

•

GARAGE

•

PRIVATE BOAT DOCK

•

AMERICAN OR EUROPEAN PLAN

AAA

Please Address Communications to

JOHN M. DUFF, Jr., Manager

LE ROY HOTEL & VILLAS

3200 Collins Ave. • Miami Beach, Fla.

HOTEL GOOD

On the Ocean
at Forty-third Street

SITUATED MAJESTICALLY ON THE SHORES OF THE ATLANTIC, IN THE HEART OF THE EXCLUSIVE NORTH SHORE DISTRICT OF WORLD-RENOWNED MIAMI BEACH—THIS YEAR 'ROUND HOTEL IS THE PERSONIFICATION OF THE ULTIMATE IN MODERN HOTEL FACILITIES.

the hotel intimate

and individual

Thoughtful consideration has been given to every item that will contribute to the ease, comfort and enjoyment of our guests . . . spacious lounges . . . cozy writing nooks . . .

A large, perfectly-appointed dining room that boasts of service and cuisine without equal . . . All this combines to create an atmosphere of aristocratic dignity without sacrificing the gracious air of a fine home.

The hotel building faces an expansive private beach—colorful, inviting, and endowed by Nature with an atmosphere of the tropics. Our own lifeguard patrols the beach. Adjoining the beach is a lovely terrace where you may have food and drink served . . . where you may spend many unforgettable hours . . . where you may enjoy the balmy moonlit nights and brilliant sunny days . . . where you may bathe in cool waters.

The Hotel Good rounds out its service by maintaining its own private sightseeing bus and by operating a private garage adjacent to the building. Our personnel is carefully selected and instructed to maintain the highest standard of courteous, friendly, dignified service.

The Management invites you to make The Good your vacation home. We advise that reservations be made in advance.

Our rate structure is commensurate with value.

The hotel is operated on both American and European plan, and is restricted to Gentile clientele.

CAROLYN G. GOOD
Managing Director

THE EMBASSY
· HOTEL ·

FACING THE OCEAN
MIAMI · BEACH · FLA.

Planned for pleasure—new and entirely modern. Ideal location on Collins Avenue, facing the ocean (view from every room). You may dress in your room, for bathing on the patrolled private beach . . . or for golf or tennis on nearby links and courts.

Trained personnel and politely efficient service are devoted to make you feel pleasantly at home. Restricted clientele assures congenial companions for your pastimes.

Guest rooms, individually decorated, allow choice of Modern, Spanish or Feudal. Complete 2-and 3-bedroom penthouse suites also available. Radio is installed in every room.

Public rooms are spacious and comfortably furnished. Dining salon and terrace cafe feature the finest cuisine. A broad veranda faces Collins Avenue. Guests with cars are assigned complimentary space in the private parking lot adjacent to the hotel, with attendants always in charge.

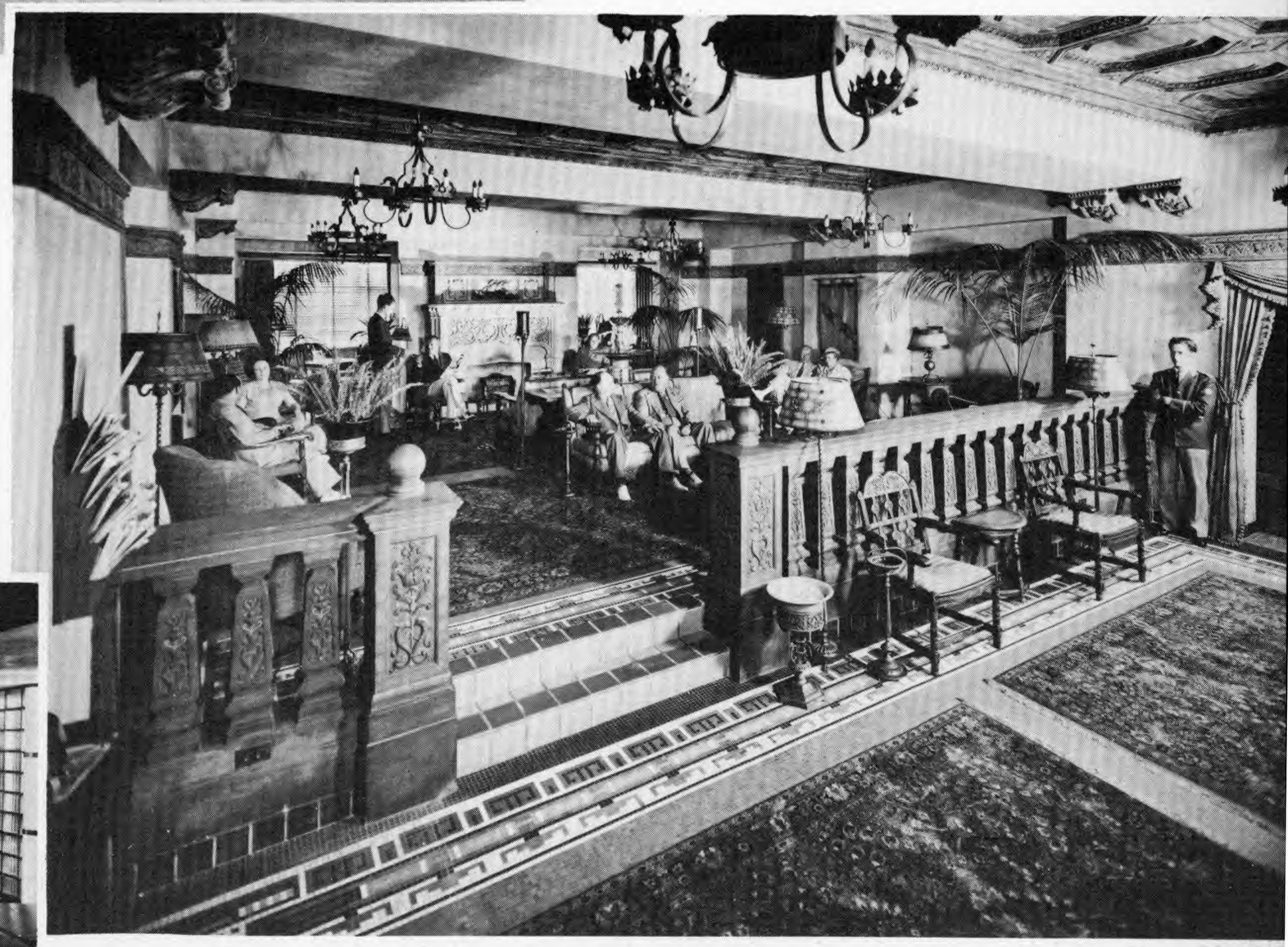
The Embassy is open from December to May. Reservations in advance are advisable. Address:

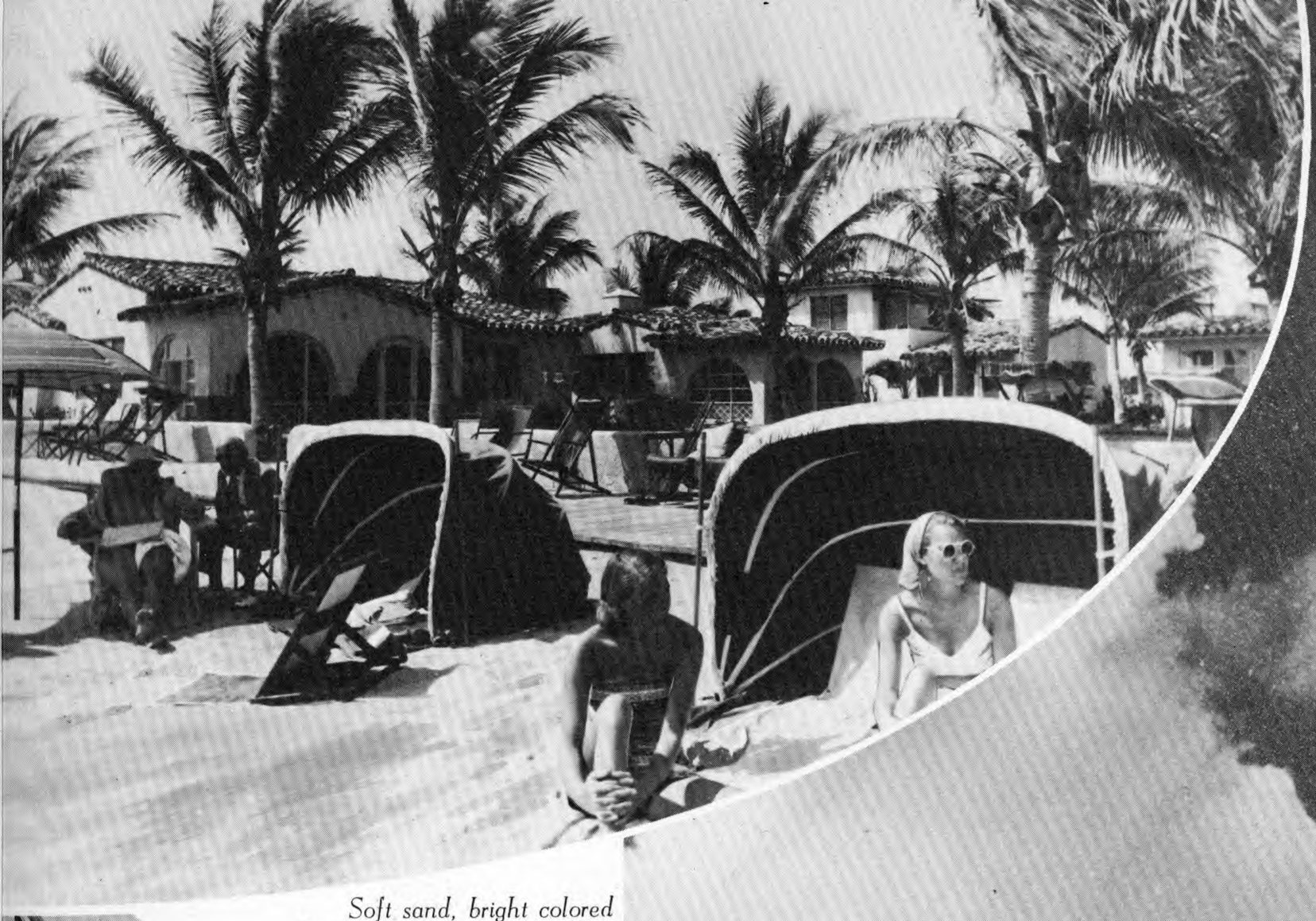
G. S. Rickard, Manager

THE EMBASSY
2940 Collins Avenue, Miami Beach

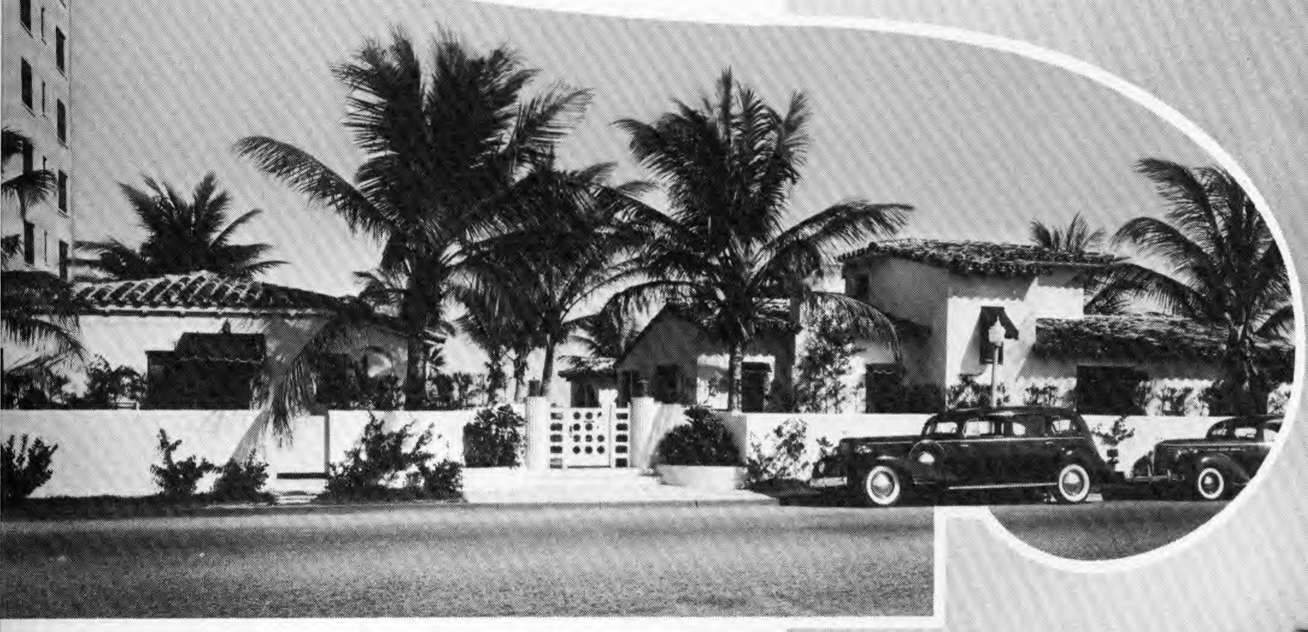
The beautifully decorated Spanish lounge is the center for social and recreational activities.

The Jewel Box Cocktail Lounge is known wherever smart convivialty is the order of the day.





Soft sand, bright colored beach chairs . . . modern bungalows.



Dominating the exclusive northern portion of Miami Beach, in the midst of spacious grounds and facing the broad Atlantic are . . . THE GULF STREAM APARTMENTS.

These apartments cater to an exclusive patronage. The thirty-four large, airy units are, in effect, each a complete individual home. In addition, separate, modern bungalows within the same grounds, also facing the private beach, are available.

Spacious, luxurious lobbies were designed and are furnished for the relaxation and comfort of our guests. A delightful veranda overlooks beach and ocean. The walls are soundproof and the elevators noiseless.

Here you may have a home . . . on the Atlantic . . . where the surf murmurs a constant melody and a white beach beckons you to health and happiness. You are always assured of an exclusive privacy and the congenial companionship of a select clientele.

GULF STREAM APARTMENTS
On the Ocean at Sixty-Third
Miami Beach : : Florida

J. A. Benson, *Manager*

On the Atlantic at Collins and 63rd Street .. .. ..

The GULF · STREAM · APARTMENTS

LaCORONA *DeLuxe* APARTMENT HOTEL

Collins at 29th Miami Beach

IN KEEPING WITH ITS ULTRA LOCATION . . . exclusive North Beach, opposite Pancoast Hotel, Boardwalk, etc. . . . LaCORONA literally captivates those seeking the best.

LOVELY AND COMPLETE in all its details . . . tropical sunken garden with its multi-colored fountains . . . Spanish tile walks, hand-wrought iron gates, grilles and balconies . . . roof solarium . . . drug store . . . beauty salon . . . perfect electric kitchens . . . furnished throughout in Mahogany . . . super beautyrest mattresses . . . three-mirror vanities, etc., etc.

FOR THOSE WHO DESIRE THE FINEST in surroundings . . . exclusiveness . . . comfort . . . and an owner-management which demands the ultimate in service to their guests . . . LaCORONA extends greetings and a cordial invitation.

For Reservations Write

Frank H. Davis, Owner-Manager

LaCorona De-Luxe Apartment-Hotel

Gentile Clientele

View of the Atlantic . . . from the Lobby.

THE PATRICIAN . . . ONE OF FLORIDA'S MOST DISTINGUISHED HOTELS . . . located in the exclusive North Beach section, directly on the ocean.

Here is the air of a private club, the entire first floor being devoted to public rooms so our guests may enjoy congenial social life.

This new fireproof building provides 125 attractive guest rooms . . . every one commanding views of the Ocean and Indian Creek. Within walking distance of shopping centers; it is also convenient to all clubs and sports!

A dining room offers the finest in French and American cuisine. Facilities are provided for outdoor meals on the ocean terrace. There is likewise . . . a modern cocktail bar for our guests and friends.

We solicit a
Discriminating Clientele

THE Patrician

ON THE OCEAN
AT 37TH STREET

Write or wire for full information, rates or reservations.

F. CLYDE COVELL, *Mgr.*

View from the ocean . . . bathing directly from your room on our private beach.

ARCHWAY OCEAN VILLAS

"A Distinctive Winter Colony for Discriminating Guests."

AN OCEAN VILLA FOR YOUR HOME IN FLORIDA . . . Here has been built, for your winter residence, the most distinctive, exclusive colony of separate rental residences (forty-two in number) to be found in the entire Greater Miami area.

CHARM, COLOR . . . your own vision of the Tropics . . . ready to move into. Each Villa differs from its neighbor. Comfortable large living and dining rooms, two or three bedrooms, two beautifully colored tile baths and a complete kitchen. Comfort — beauty — utility and harmony combined. Your every need anticipated.

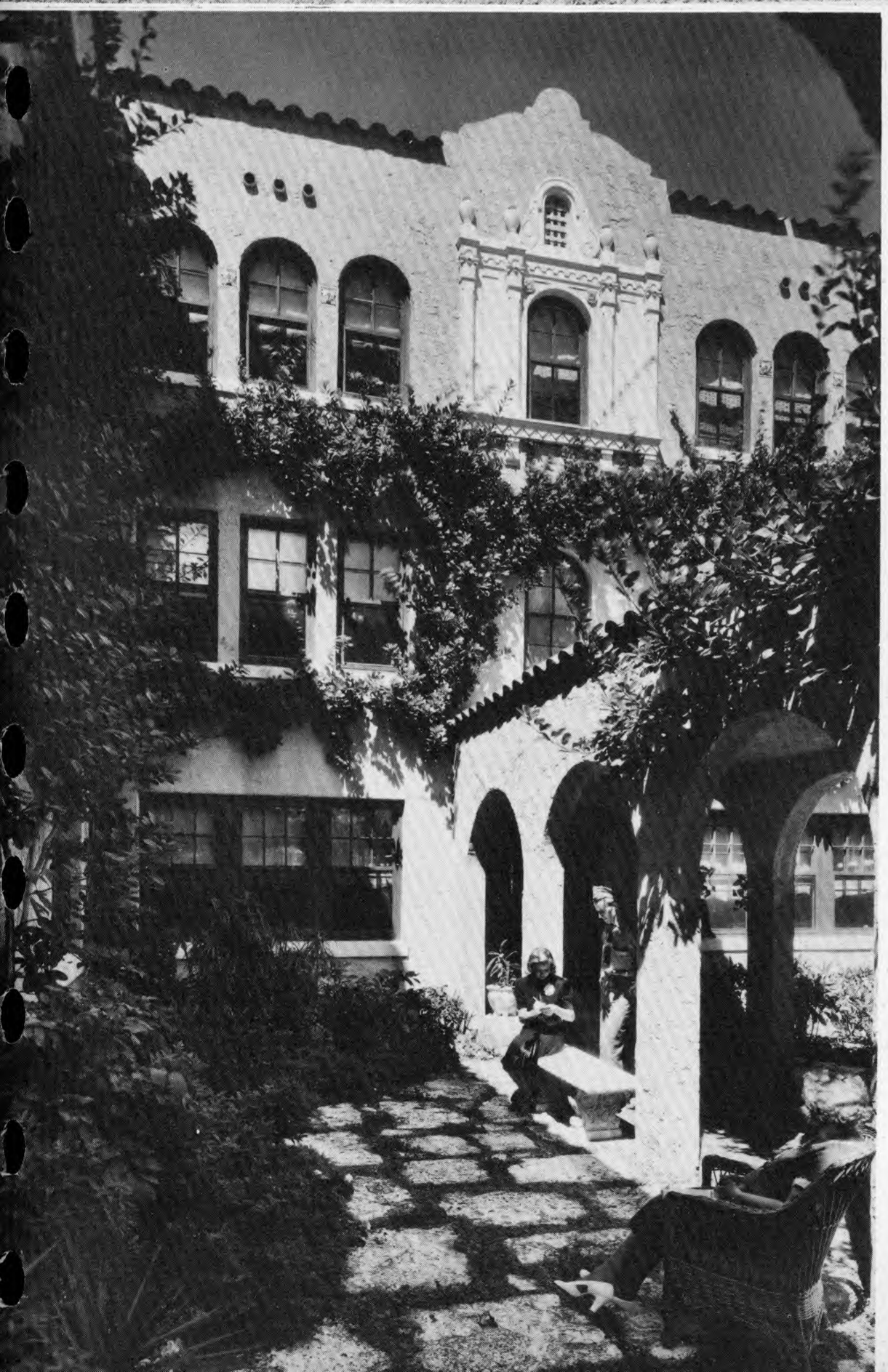
PRIVATE BEACH . . . 1005 feet in length at your villa's door, patrolled for your safety, groomed for its beauty. Experience the benefits of Florida sunshine, or seek the shade of palm trees in the cool Palm Gardens just off the Boardwalk.

ARCHWAY OCEAN VILLAS
6861 Collins Avenue
CARL T. DOUGLASS,
Managing Director.

SERVICES

Privately owned garage. Dormitory for help. Minutes only to the smartest shops, golf courses, theatres and night clubs. Daily maid service . . . Day Doorman, Night Watchman.

Select Gentile Clientele



HAMPTON COURT
• APARTMENTS •
COLLINS AT 28th

Perfect location in the heart of exclusive North Beach . . . only a few feet from the ocean—within walking distance of the smart Lincoln Road shopping center and a number of the best restaurants . . . easily accessible to churches, schools, golf courses and tennis.

●

More than just "apartments" . . . a true home atmosphere prevails. Each tastefully, thoughtfully furnished . . . screened porches in practically all apartments, two to four exposures in every unit assuring an abundance of light and air.

●

Hampton Court caters to a discriminating clientele . . . established and dignified. Entrance to the spacious lobby and lounge is approached through a beautiful tropical patio and cloister facing the Atlantic . . . surf and sun bathing virtually at your front door.

SERVICE FEATURES

Steam heated . . . daily maid and houseman service . . . telephone switchboard service . . . garages, servants rooms with private baths. Open all year.

Service under owner management is thorough and unobtrusive.

For reservations address
F. KYLE EBERSOLE,
President.

Living room in a suite done in modern tempo.

■

Modern!
Comfortable!
CROYDON ARMS

Protection . . . in concrete and steel, fireproof construction . . . The Croydon also is one of the few soundproof and steamheated buildings in South Florida.

Apartments or suites consisting of duplex living room, one or two bedrooms, bath and fully equipped kitchenette are offered in addition to hotel rooms. Within the building for your convenience are dining room, barber shop and solarium.

Sports or entertainment . . . golf, fishing, yacht anchorage . . supper clubs, race tracks . . . for you to choose.

Bright, tropical furnishing, airy . . . comfortable.

■

Corner of Patio and Entrance

■

Out-of-doors seemingly inside . . . the lobby.

INTERNATIONAL RECOGNITION . . . *was recently accorded the Croydon Arms . . . as outstanding in modern hotel design.*

Located in exclusive North Miami Beach . . . only minutes to smart Lincoln Road with its theatres, shops and restaurants of New York character. Surf bathing from the hotel.

That Continental flavor . . . from doorman to Management. Here is a real home when in Florida containing even with a small edition of a shopping center . . . offering every convenience.

For rates and reservations wire or write Croydon Arms Management.

SEMPER SERVITIUM

Croydon Arms

Collins at 38th

Miami Beach

Three hundred feet of private beach and enclosed recreational grounds.

FORDE OCEAN APARTMENTS

ON THE BEACH, COLLINS AVENUE AND OCEAN AT SIXTY-SIXTH STREET, SOUTH SIDE OF DEAUVILLE

DISTINCTIVE INDIVIDUALITY . . . In an apartment building . . . each with a private entrance . . . modern appointments and all contributing factors to comfort, sports and enjoyable surroundings.

MODERN HOUSEKEEPING equipment is provided in these apartments of one or more bedrooms and baths. Steam heat . . . automatic ventilation . . . telephones . . . radio . . . garage service and roof decks for sun bathing.

LOCATION ON THE OCEAN . . . midway between the exclusive Surf and Bath Clubs . . . ten minutes distance to all golf clubs and shopping centers . . . and on the direct route to Hialeah and new Hollywood Race Tracks.

PRIVATE RECREATION GROUNDS . . . three hundred feet of private beach. Landscaped and containing within itself recreational equipment . . . tennis, shuffle board, lounging areas, beach party grille and an ocean fishing pier.

Reservations advised . . . Write or wire **FORDE OCEAN APARTMENTS**

¶ Gentile Clientele Only.

DR. T. H. FORDE, Managing Director

Entrance from Collins showing attractive grounds and garage space.

Warm waters of the Gulf Stream moving slowly northward just off the Wofford Beach provides South Florida's finest bathing, fishing and boating.

The Wofford's new Garden Room for luncheon and tea dancing overlooks private beach and a spacious sun deck over the Garden Room is available for sun lovers.

New drugstore on premises facing Collins Avenue. New conveniences and appointments throughout.

Owner-Manager
John B. Wofford

The WOFFORD
· HOTEL ·

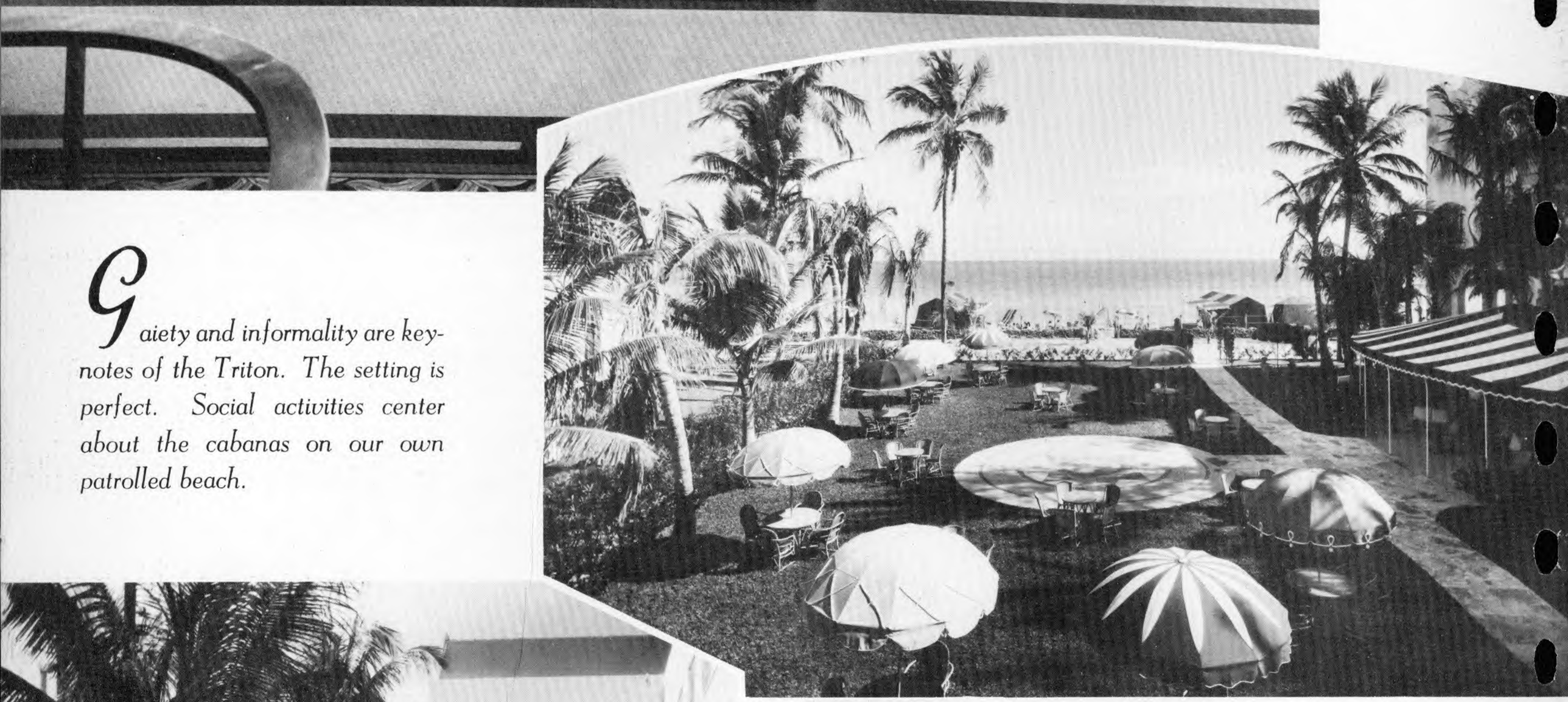
Directly on the Ocean 24th Street and Collins Avenue in the Center of Miami Beach Activity

NEW THIS SEASON . . .
Come to the Wofford in your own pleasure craft and tie up at the Wofford Dock on Indian Creek.

Pleasant remembrances of Wofford food and service accounts for many guests who return
Year
After
Year

The Triton

On the Ocean at 28th Street
Miami Beach
Florida



Gaiety and informality are keynotes of the Triton. The setting is perfect. Social activities center about the cabanas on our own patrolled beach.

Around the spacious lawn where guests gather at cocktail time and through the evening to enjoy music. dancing and congenial associations . . . dining al fresco on the sunken terrace . . . the luxurious lounge. In a word, the Triton expresses the modern in every way . . . in architecture, in furnishings, in service and in the fact that guests are moderns from sophisticated circles.

For printed rates and full information, kindly write or wire

The TRITON Hotel
ON THE OCEAN AT 28th ST.. MIAMI BEACH

Smartly continental in its atmosphere, The Atlantis follows the latest in decoration and design with highest standards of cuisine and service . . . a Queen in America's winter playground.

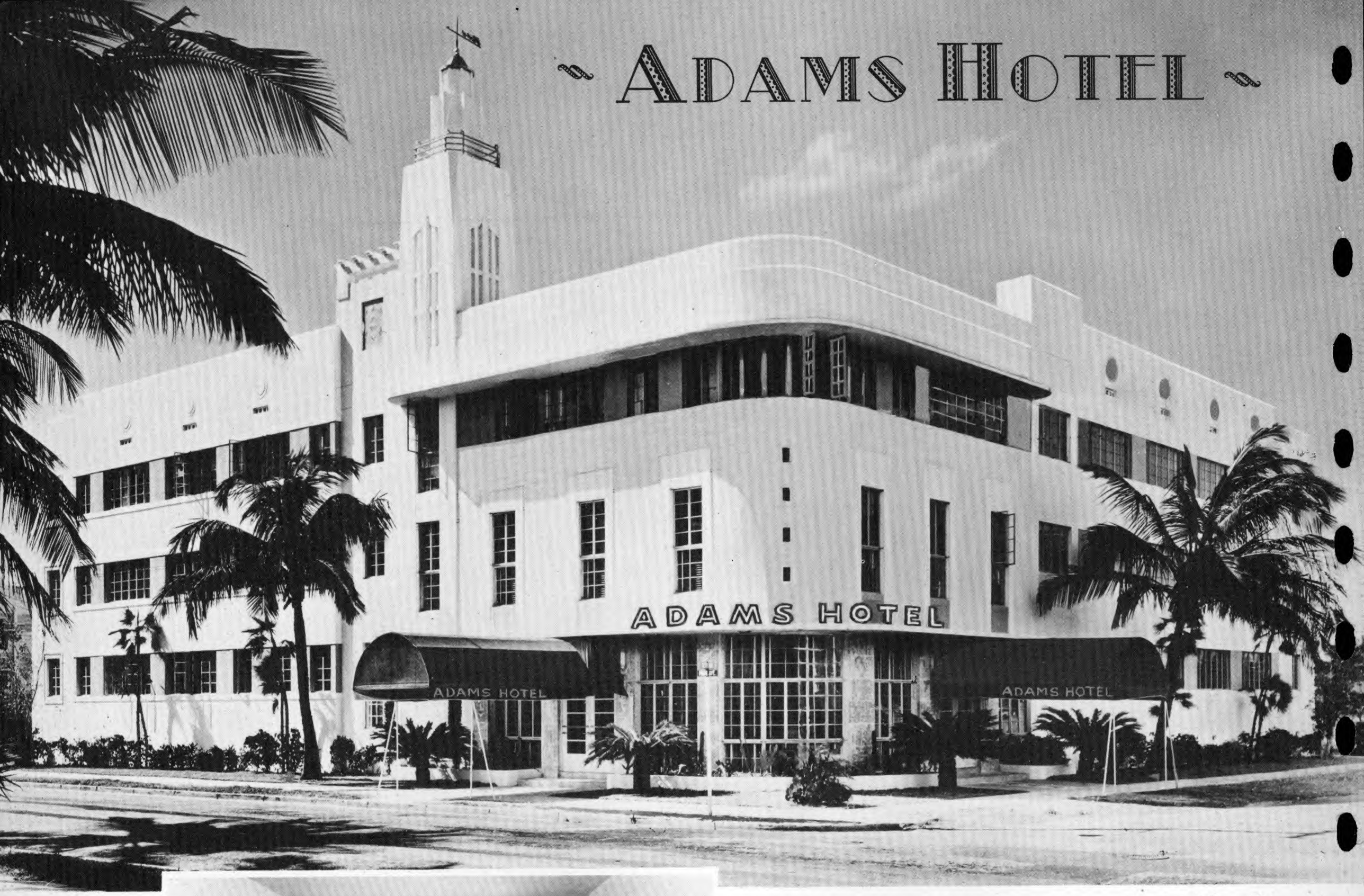
❡ Unusually spacious public rooms . . . luxuriously appointed and purposely adapted to its seaside orientation . . . *glass-enclosed dining hall* overlooking the surf where viands prepared by famous chefs tempt the most fastidious.

❡ Large, airy sleeping rooms—beautifully furnished. Steam heat for the rare cool days . . . luncheon for bathers on the fashionable Beach Promenade . . . altogether *your ideal of an ultra-modern hotel* . . . completely devoted to your comfort, pleasure and entertainment.

Reservations Desirable
Write, Wire or Telephone
J. J. Carroll, Manager
The ATLANTIS
Miami Beach

As you glance downward from your windows . . . a colorful beach activity.

~ ADAMS HOTEL ~



Typical bedroom---light, airy, ultra-modern---breathing rest and comfort.

ON PARK AVENUE *at 20th Street*
• MIAMI • BEACH •

A distinguished address . . . The Adams lives up to its prestige and at the same time offers Miami Beach a hostelry that is new in every detail as to design and appointments.

An attractive combination in service is offered . . . delightful hotel guest rooms or modern pullmanette apartments. There is a beautiful lounge . . . . attractive and artistic from every angle but with the usual hotel atmosphere eliminated.

The bright patio and dance floor and the solarium are all harmonized to give recreation, relaxation and perfect service. With only two short blocks from the ocean, a golf course at the door and a five-minute walk to famed Lincoln Road shops, theatres, night clubs . . . this hostelry gives every convenience.

An innovation . . . for Miami Beach at least . . . continental breakfast every morning to our guests complimentary. Afternoon and evening parties arranged for guests. In all, we might call it a Club Life with assurance of the ultimate in congeniality.

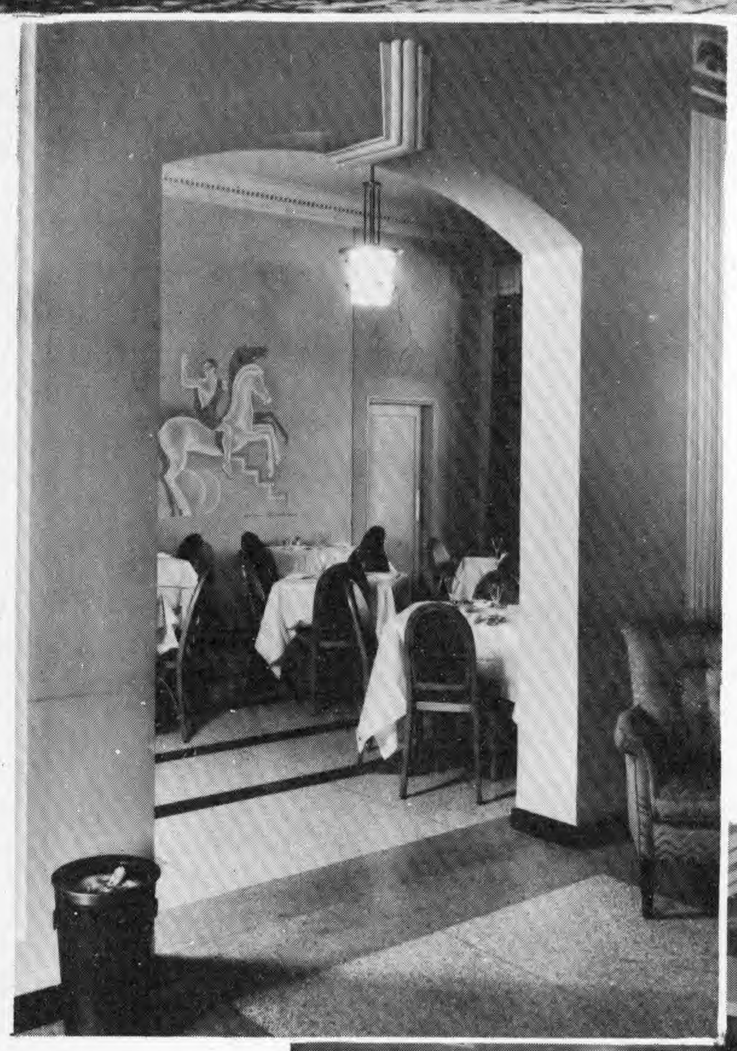
THE ADAMS HOTEL
Park Avenue at 20th Street
Miami Beach

The lounge---designed to create intimate, homelike restfulness.

GRAND PLAZA HOTEL

. . . OVERLOOKING BEAUTIFUL INDIAN CREEK AT THIRTY-FIRST STREET AND INDIAN CREEK DRIVE

IN THE GRAND PLAZA one finds all the elements of the perfect hotel . . . a beautiful modern building, facing on three streets, located in the heart of the exclusive North Beach section on Indian Creek, just a few steps from the ocean.



A VIEW *into the dining room . . . French cuisine.*

THE LOBBY . . . *done in Neo Classic style, opens on a patio with a fountain.*

THE TERRACE adjoins the hotel's private docking space on lovely Indian Creek, where convenient anchorage is available. The solarium and sun deck on the roof are at the disposal of guests.

HOTEL FEATURES: Private bathing beach . . . elevator and switchboard service . . . room service from dining room . . . steam heat . . . ample parking space . . . Operated on the European plan, the hotel has an attractive dining room and open dining terrace.

For further particulars please address

THE MANAGEMENT

GRAND PLAZA HOTEL

The Blackstone of course

IT IS NOT BY CHANCE *distinguished people seek the* BLACKSTONE . . . *you will enjoy the everchanging round of events in* BLACKSTONE *Gardens . . . Surf bathing from the hotel . . . and the traditionally fine food for which it is noted. The* BLACKSTONE *welcomes comparison of rates with other fine resort hotels.*

For interesting booklet and reservations, write or wire your travel agent, or

ALFRED STONE
Manager

Goings On...

BREAKFAST in *Blackstone Gardens* is an event, and you may be one of fifty or more enjoying the beauty of this tropical haven. Relax in thorough comfort . . . or enjoy badminton, table tennis, bowling on the green, or the everchanging round of gaieties during cocktail and dinner hour. *You may even dance the whole night through* with nothing more above you than a sky of stars.

THE WEE TOTS, too, *enjoy Blackstone Gardens,* under the careful direction of a children's counselor who plans their activities with a watchful eye. A governess for your child may be arranged also.

The BLACKSTONE

OPEN ● ALL YEAR

NORMANDY PLAZA *hotel*

on the Ocean at 71st

ON THE OCEAN . . . open the year 'round . . . delightful all the time!

The Gulf Stream . . . that channel of unknown source . . . in front of your door, providing a visual attraction . . . an unending parade of ocean liners, yachts and fishing craft. Bathing direct from your room. A private solarium for sun-baths.

For the male enthusiast . . . fishing, golf, races . . . on a direct line to the Hialeah Track . . . closer than any other Beach hotel. The ladies are not forgotten . . . exclusive shops of Lincoln Road, theatres, etc., are but minutes away.

For your convenience, the Marine Grill, or perhaps you prefer dining on our terrace! Views of the ocean from every room. Designed for your comfort, well-being and pleasure. Extensive social program provided. Our service is your guaranty of luxurious, comfortable living while a guest here. Moderate rates.

Owner Management
Definite quotations upon request

NORMANDY PLAZA HOTEL
6979 Collins Ave. Miami Beach

The modern, comfortable lobby . . . designed for congenial companions.

. . . a portion of the terrace and private beach.

Luxurious comfort . . . . . exemplified, modern

Kenmore Hotel

WASHINGTON at ELEVENTH - - -

THE KENMORE IS ULTRA MODERN . . . . . in every respect. Boasting one of the most spacious and pleasant lobbies of any hotel in this area "The Kenmore" makes the phrase "ideal vacation home" . . . . . mean something.

Located in the very heart of Miami Beach "The Kenmore" is within a step of famed Lincoln Road shops . . . the beach . . stores, night clubs and myriad other attractions you will want to be near.

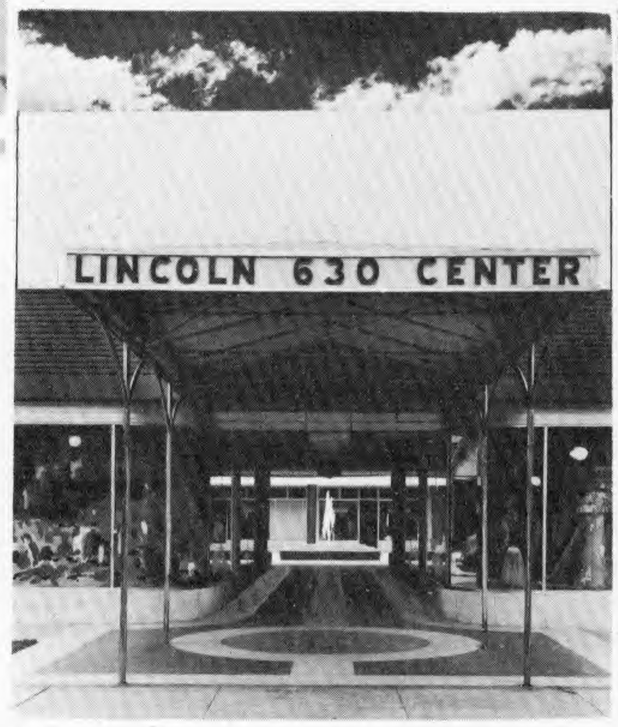
The policy of "The Kenmore" has been always to place the comfort and satisfaction of the guest above everything else. Our coffee shop . . . solarium . . . recreation and card rooms have all been planned for your comfort and enjoyment. Rates are moderate, service is excellent . . . . . All rooms luxuriously furnished and excellently ventilated. "The Kenmore" is open all year.

Advance reservations are suggested . . . . . particularly during the winter season.

THE MANAGEMENT
A. H. Courshon, President
D. Bryan Logan, Manager

The Congress Hotel, 1036 Ocean Drive, is under associate management with the Kenmore

Probably one of the most colorful lounges of any South Florida hotel. Spaciousness . . . . light . . . . comfort.



Lincoln Road Entrance

The Luxurious Lobby

LINCOLN CENTER HOTEL

· 630 LINCOLN ROAD ·

THE LINCOLN CENTER . . . COMBINES THE FINEST FEATURES OF A VACATION HOME IN MIAMI BEACH.

As its name implies, the Lincoln Center is located in the heart of the most exclusive district of Miami Beach, on the world-famous Lincoln Road.

Convenient to all Miami Beach, and under the same rigid policy of superior service Winter and Summer. Fireproof and modern construction. In addition to lounging room and terrace there is a restaurant and solarium for the convenience of our guests.

The Lincoln Center is built around one of the most colorful patios in the Miami area. Guests enjoy the beautiful Rainbow Fountain located in its center. Every room is unusually large, airy and well ventilated. All have windows either facing toward Biscayne Bay or the Atlantic Ocean. Guests are privileged to bathe from their rooms. Early reservations suggested. Send for floor plans and brochure.

J. WESLEY GARDNER, Manager

L I N C O L N C E N T E R H O T E L

Affiliated with Martha Washington Hotel, Virginia Beach, Virginia

It is easy to see that not one item to make the guest happier has been forgotten.

Beach Plaza HOTEL

Collins at 14th
MIAMI · BEACH

Ultra-modern . . . distinctly different . . . expressing the ultimate in service today . . . and every day in the year. Convenience . . . service . . . hospitality. The Beach Plaza is located near the finest shopping center on the Beach.

¶ The broad Atlantic virtually at your door, so beach togs are in vogue to and from the hotel. Informal, charming and home-like . . . Comfortable luxury in every room . . . all outside and each with a tub and shower. For the rare cool spell . . . steam heat.

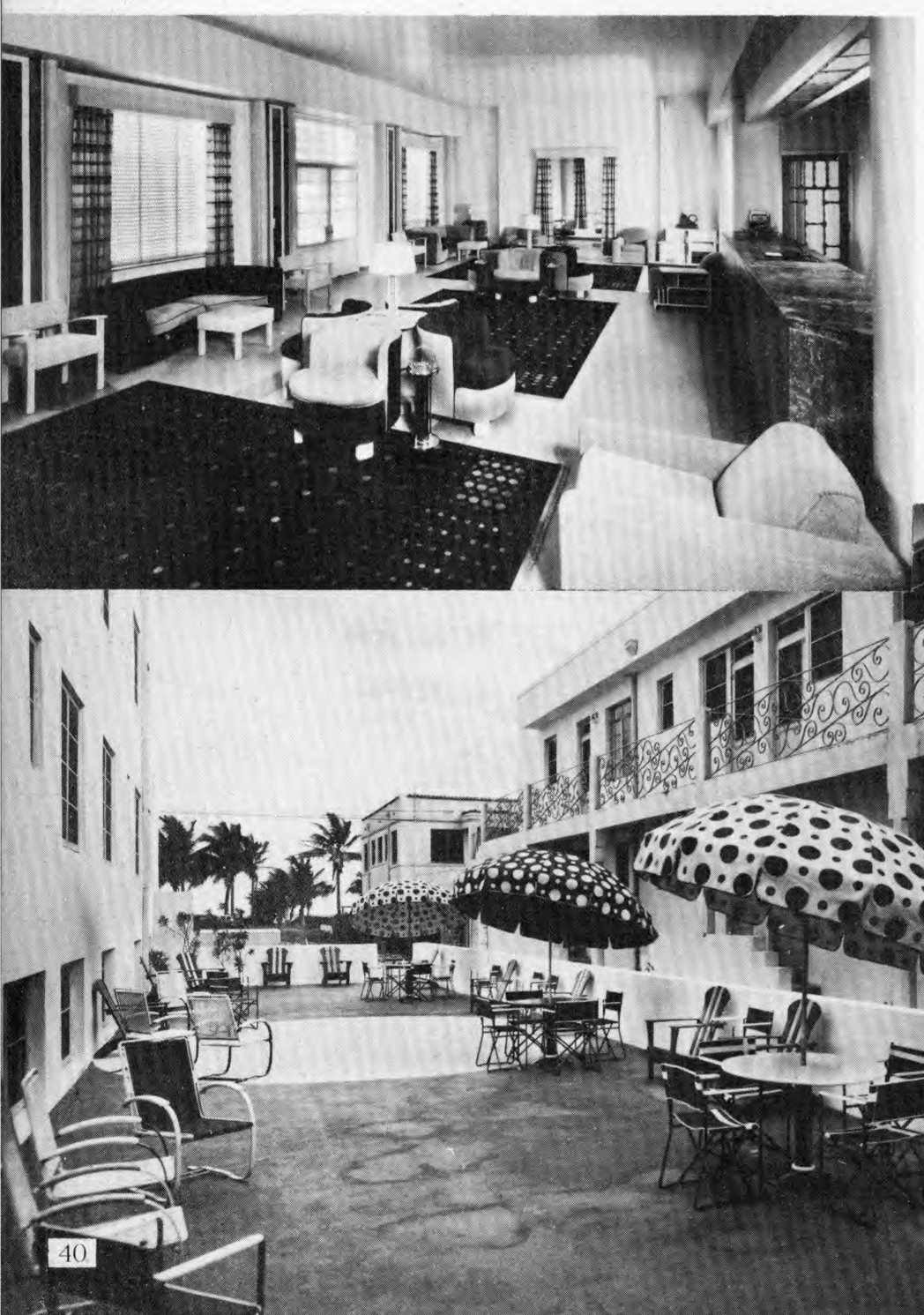
¶ Completely equipped solarium . . . privacy in the sun . . . competent attendants. Everything to insure the acme of comfort.

THE MANAGEMENT *invites inquiries.*
Write or wire for reservations.

Spacious . . . sun-drenched terrace . . . tall graceful, colonnades . . . where friendliness is real . . . and lasting. Colorful, comfortable chairs invite you to relax. The artistic lounge, tastefully modern . . . breathes congeniality and lures you to linger . . . feeling at home.

THE PRESIDENT •

1423 COLLINS AVENUE



The Lobby - Modern Luxurious

Sun Patio - An Outstanding Feature

THE PRESIDENT . . . *what the name implies* . . . LEADERSHIP . . . *in its particular field and type of hotel as to appointments, location and service.*

¶ This hotel gives every convenience to the visitor. A mere half block from the ocean and beach, this establishment is located in the central portion of the most popular hotel district of Miami Beach. In addition to the ocean bathing, a solarium has been provided for those who enjoy health-giving deep penetrating rays of the Florida sun. Convenience to stores is assured.

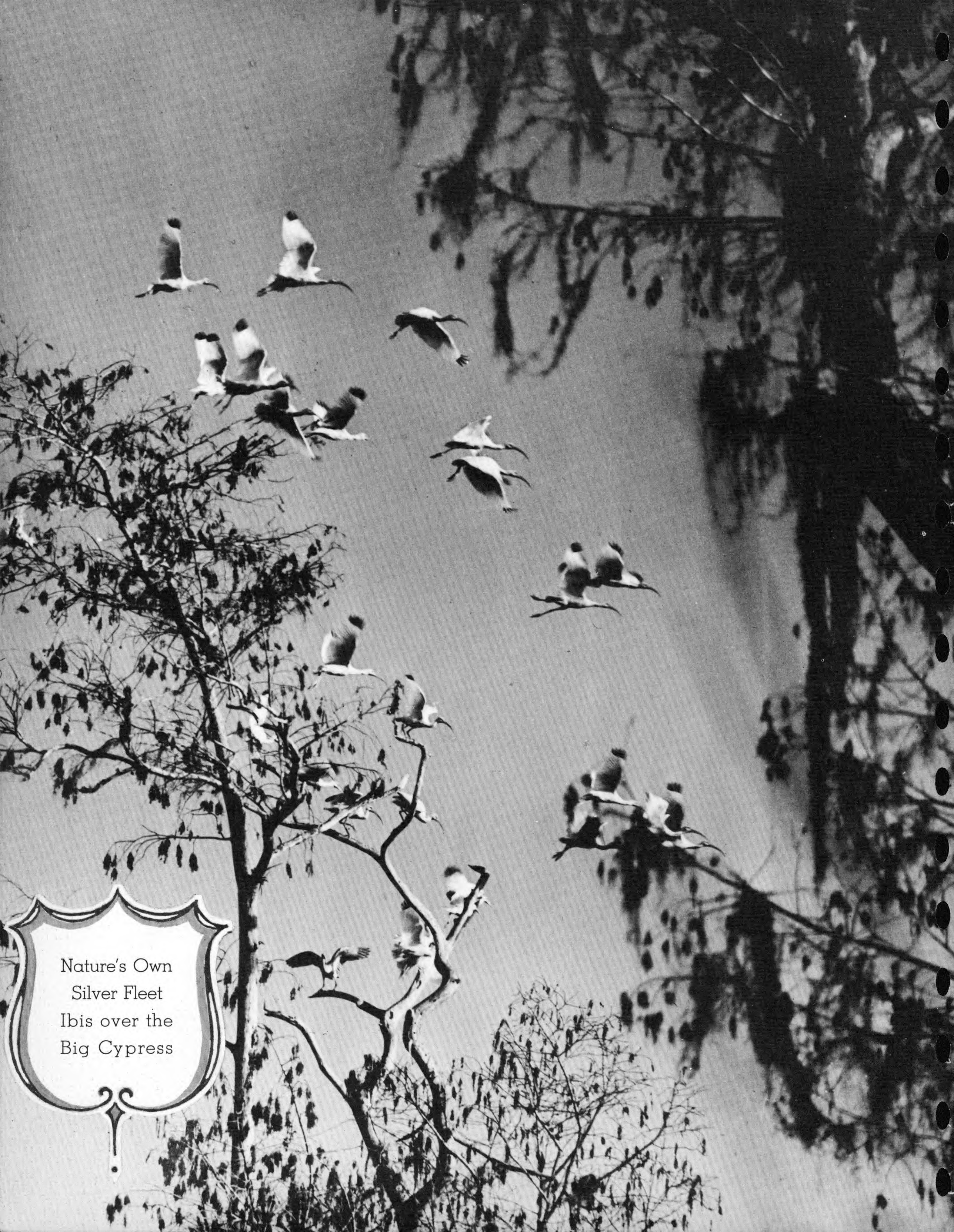
¶ A note to the sportsman---you are close to the Municipal Golf Course and to transportation lines to race tracks, etc. For the ladies--the convenience of being adjacent to famous Lincoln Road, with its attractive shops and theatres.

¶ All rooms are furnished with every comfort and convenience . . . . telephone . . . . bath and shower, tropical doors . . . . spacious lobby . . . . reception room and patio . . . . luxurious comfort amidst restful surroundings. American and European plan is offered the visitor. The magnificently appointed dining room offers complete cuisine of well prepared and tasteful food. All dietary laws are strictly observed. Summer season European plan only.

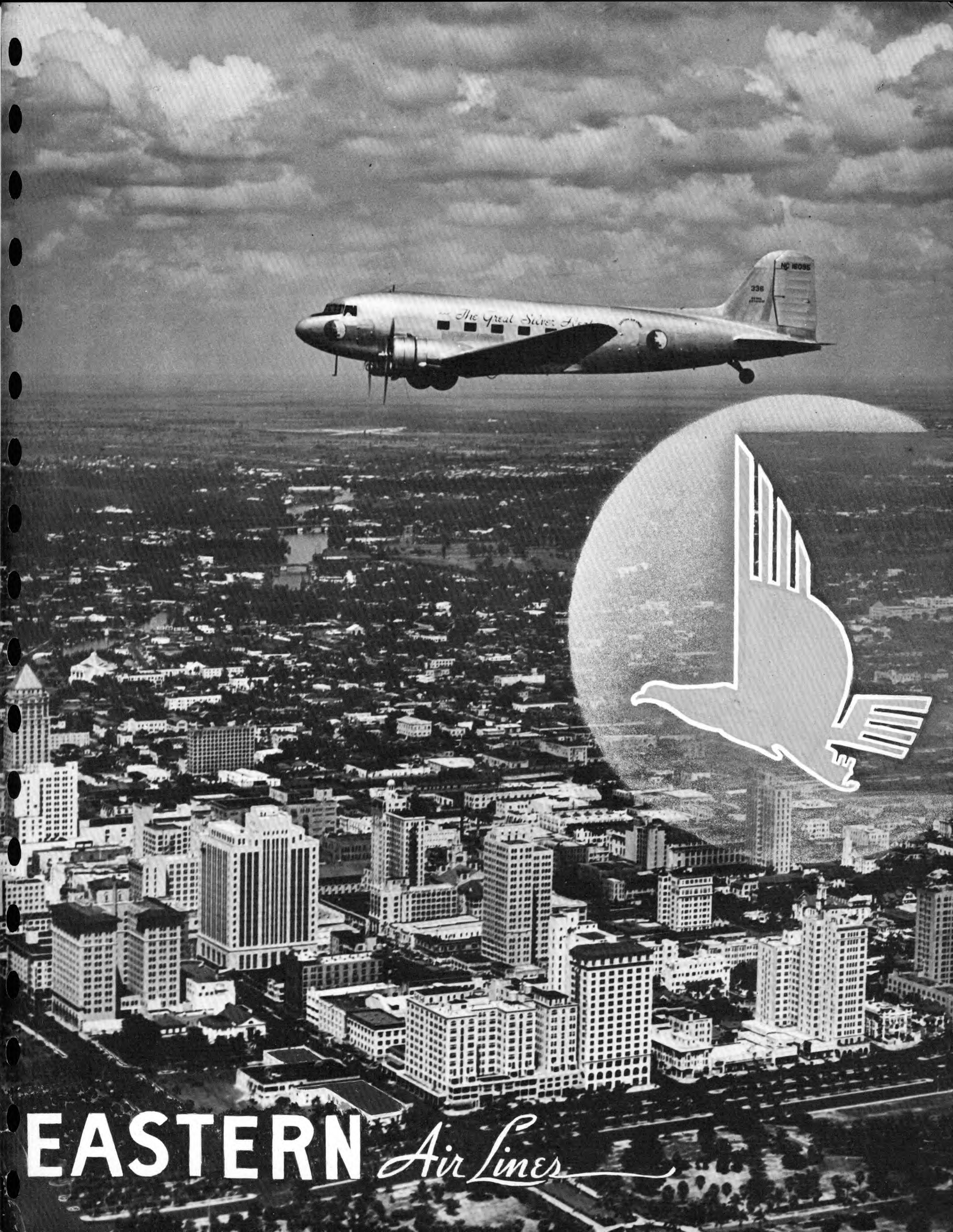
For reservations, write or wire to
Maurice Levin, Manager

THE PRESIDENT

Palms against tropic skies and
mountainous cloud banks inspiring,
"Only God can make a tree."



Nature's Own
Silver Fleet
Ibis over the
Big Cypress


NC 16095
336
The Great Silver Fleet
EASTERN Air Lines

Flight stewards . . . courteous personal service on both ground and in the air.

Air travel is superior . . . more comfortable, more enjoyable.

Individual lounge chairs with reclining backs and footrests assure the traveler comfort. Lights for reading, air-conditioning and . . . sound-proofing out the roar of the motors . . . gives additional travel pleasure.

Tasty hot meals or appealing summer salads, served complimentary, are a part of Eastern Air Lines' service to its patrons. Your every comfort is thought of from beginning to the end of your journey.

Bon Voyage . . Happy Landings.

Perfect equipment adds to ease of travel.

From Snow to Palms in 8 HOURS

THE

Flying Fisherman Club

This is to certify that

Dr. Walter E. Grace

is a duly registered and recognized member of the Flying Fisherman Club and did on the date inscribed below take with rod and reel a

Sailfish * * *

* * *

Weighing 52 pounds 8 ounces

Measuring 7 feet 1 inches in length

The Flying Fisherman Club

OF

EASTERN AIR LINES, INC.

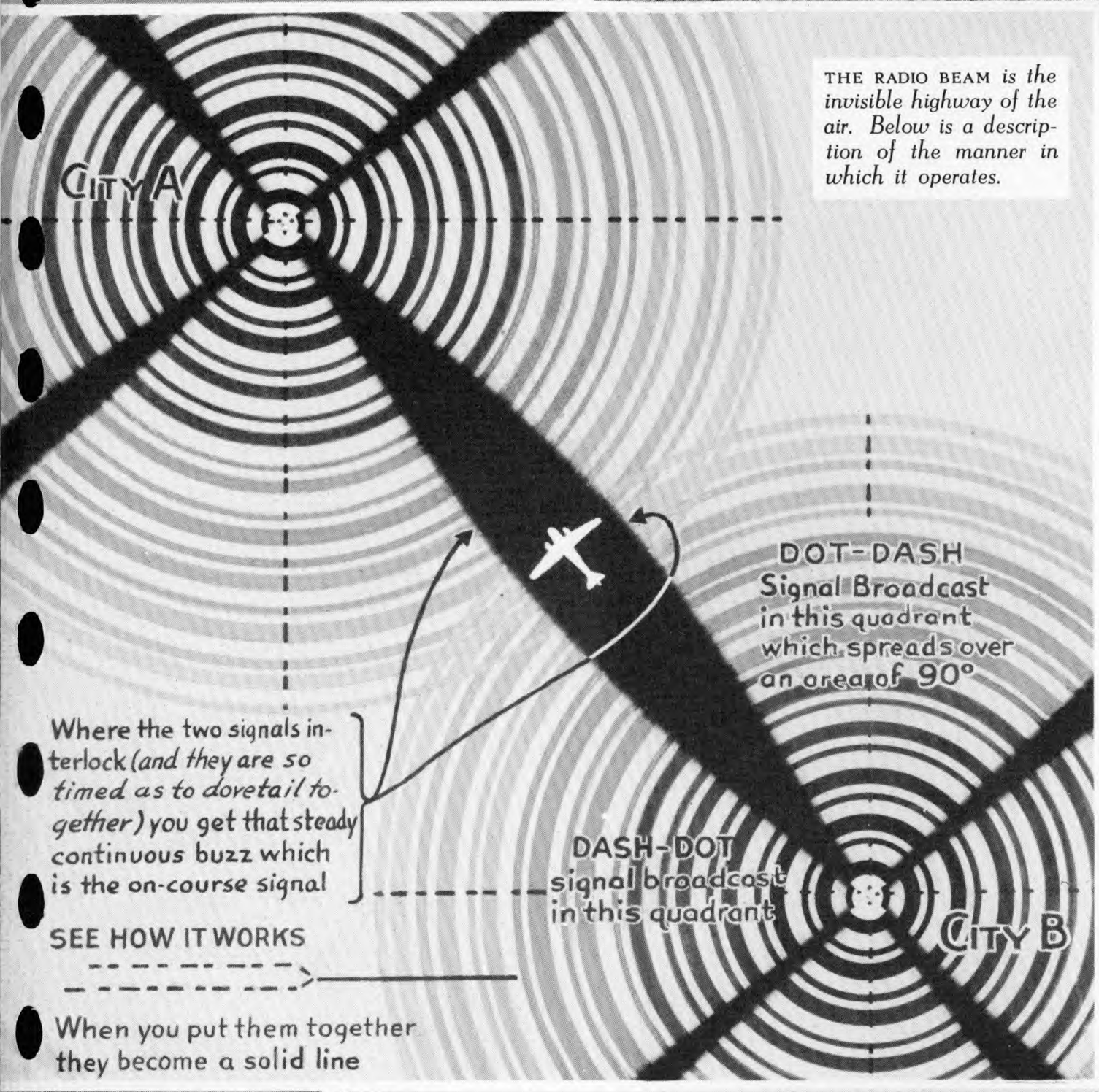
Eddie Rickenbacker

PRESIDENT

DATE *March 8* 1938

FLYING FISHERMAN CLUB

A unique organization. Membership dues, one fish. Anyone flying to Florida on Eastern Air Lines and catching a Sail Fish, Marlin, Tarpon or Bonefish is entitled to a certificate of membership signed by Captain Eddie Rickenbacker.



THE RADIO BEAM *is the invisible highway of the air. Below is a description of the manner in which it operates.*

The Great Silver Fleet

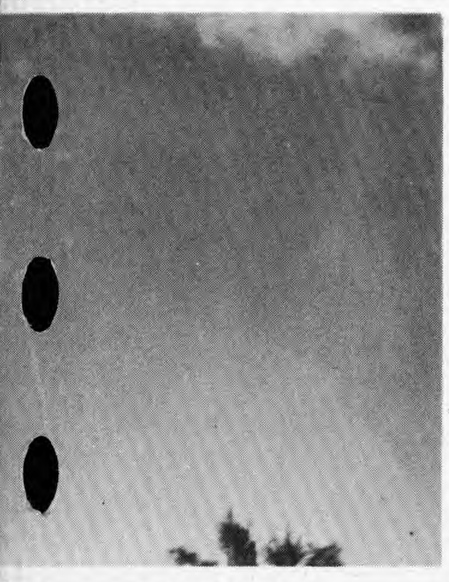
ALL AMERICA . . . is accessible to Florida by air; eighty-five percent of the Nation's population being within reach of Miami in eight hours or less flying time.

Often, but well expressed of this service, is the statement, *Snow to palms in eight hours.* For that matter, however, Florida and the entire south are served and the southwest as far as Houston.

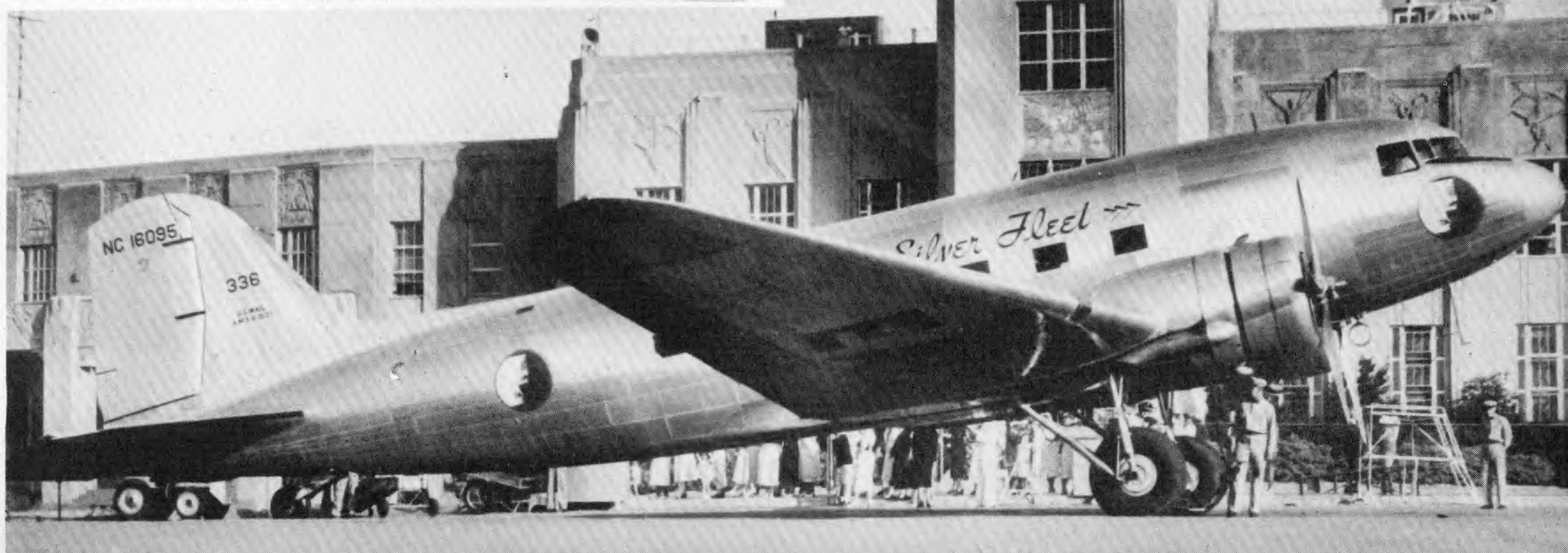
No more does one have to say *overnight* from the wintry chill of the north to warm ocean beaches, game fishing, hunting and golf . . . under tropical skies. Today it is but a matter of hours from the time you leave your office to gay Miami.

Air travel offers boundless pleasures for the vacationist, or for the busy man who must leave his pleasant vacation for a hurried trip—be it Chicago, Washington or New York . . . more sunning time in Florida is made possible when you save that extra day by flying home to business.

Eastern Air Lines, Inc. *General office, 1775 Broadway, New York, N. Y.*



AIR MASTERS . . . *great air liners testifying to the perfection of air transportation as developed by the Eastern Air Lines.*



Pilot calling airport. Every mile the plane is guided over definite traffic routes by constant radio communication.

Off to pleasure land by way of The GREAT SILVER FLEET, giving you that extra day of pleasure.

Eastern Air Lines connect with all principal points to the Far West, the North and to South America.

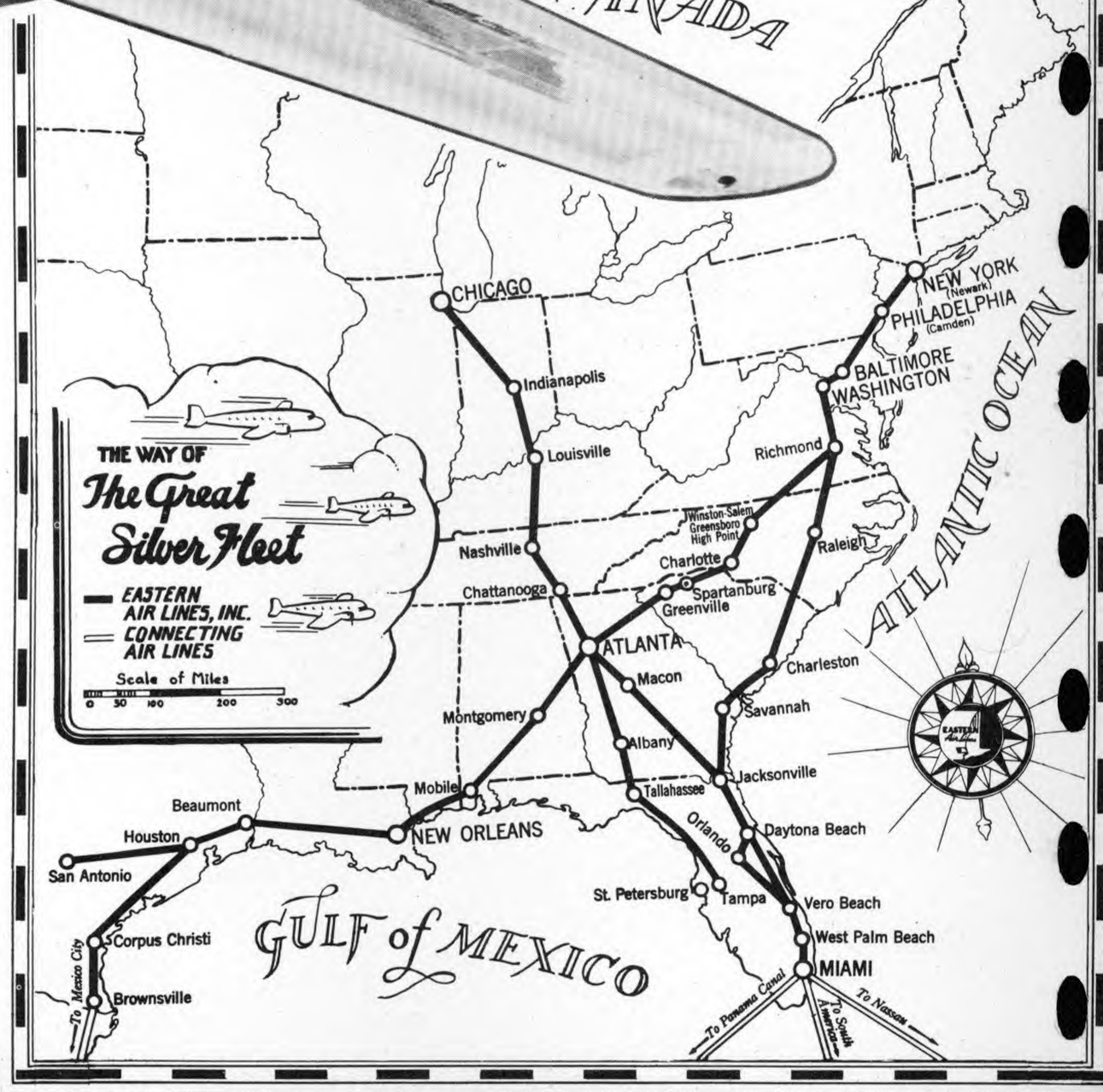
The ordinarily long trip of ten or twelve days to a series of cities can be accomplished in the air within a period of four or five days. Savings in time and living expenses more than offset the slight additional cost of air travel.

Dependability is stressed throughout the entire Eastern Air Lines system. Painstaking training of pilots . . . the proper choice of executives who understand, know and anticipate every problem of modern, commercial aviation.

Extra time—extra pleasure.

Careful maintenance . . . security.

EASTERN AIR LINES



The Great Silver Fleet posed for flight at the Miami airport

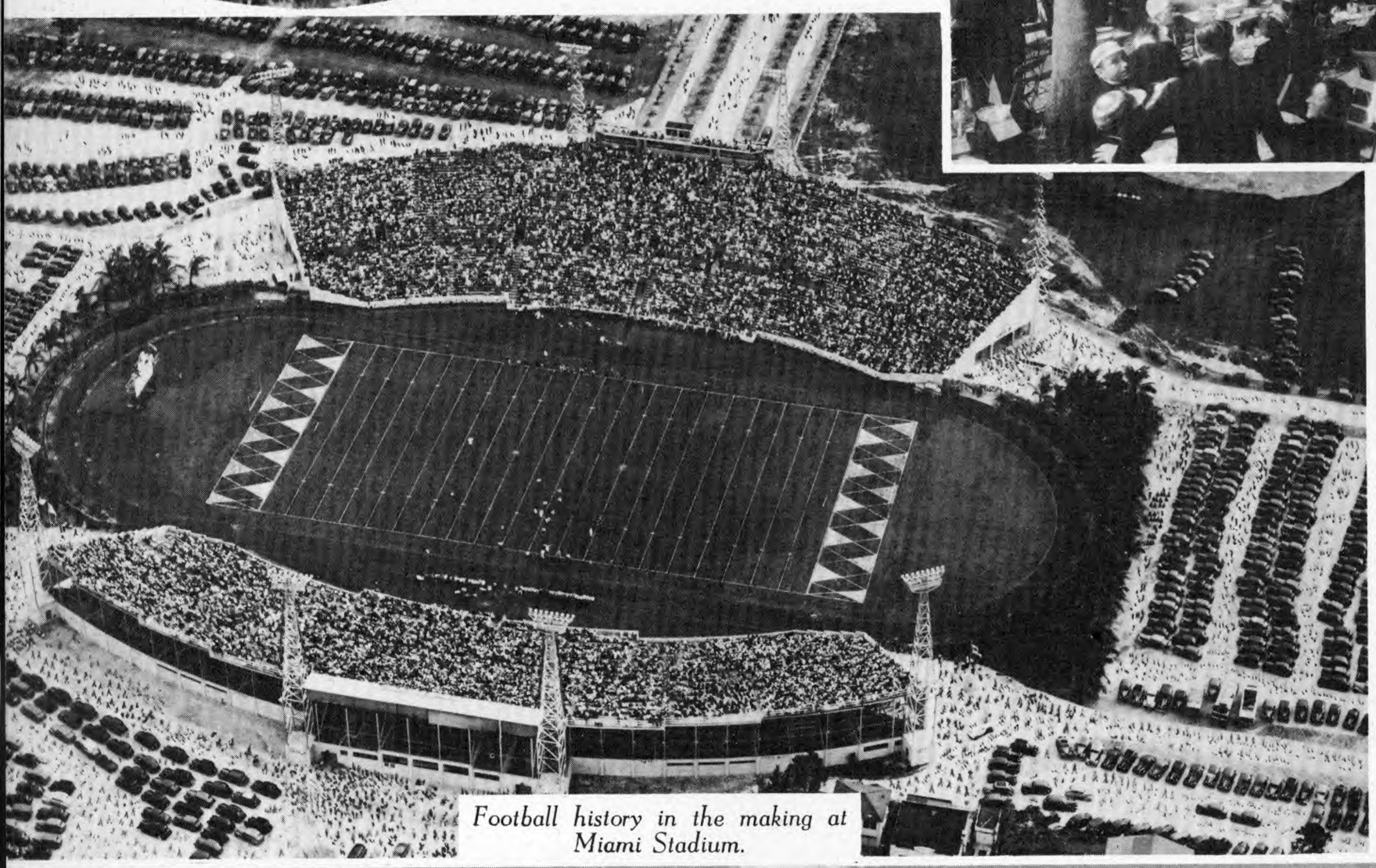
Continuous flight condition report service to all pilots in flight.

Miami

A serene setting for that perfect picnic . . . Greynolds Park . . . a few minutes from the city.

The Fleet on its way to the sea . . . opening Miami's Fishing Tournament.

The large open dance patio of the Coral Gables Country Club.



Football history in the making at Miami Stadium.

MIAMI

THE MAGIC CITY

Forging ahead! MIAMI, winter capital of the financial world, sets a pace for the Nation, impelled by a steadily increasing influx of substantial citizenry drawn from every State of our Nation and seeking, what others have found

HEALTH . WEALTH . HAPPINESS

●

¶ Unquestionably *the world's greatest winter resort city* . . . Miami today takes a foremost position among the Nation's seaports and aviation centers. Her airports lead as the airports-of-entry from foreign countries. Advanced beyond the status of a tourist city . . . a year-'round busy, prosperous and constantly expanding cosmopolitan metropolis.

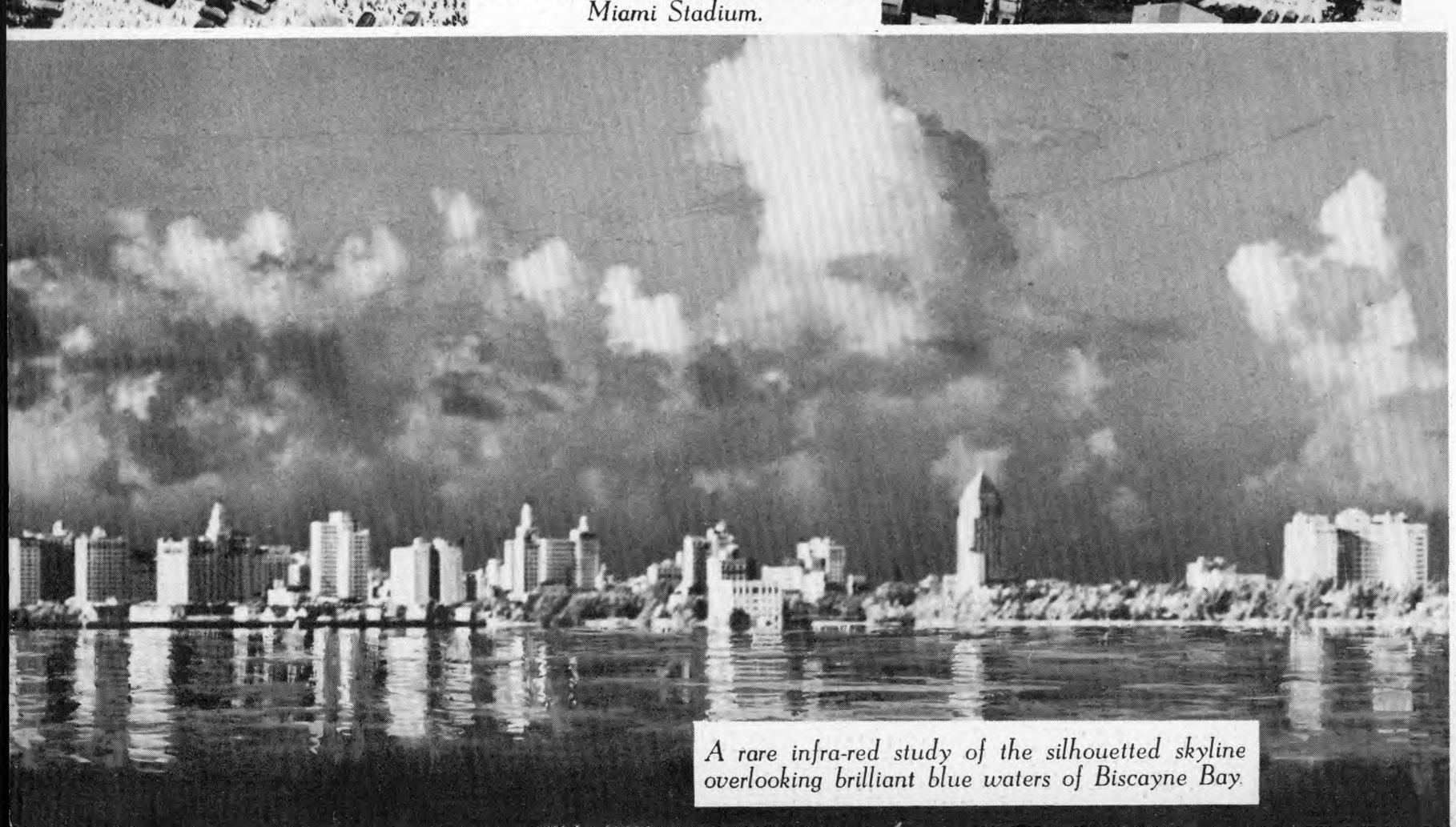
●

¶ A towering skyline of hotels and office buildings . . . reminiscent of New York . . . a magnificent park with amphitheatre and bandshell facing a matchless bay . . . palm-lined boulevards . . . lights, music, gayety however . . . back of it all *essentially a city of homes* with a magnificent school system, fine churches and real people . . . democratic in tastes, desires and open hospitality.

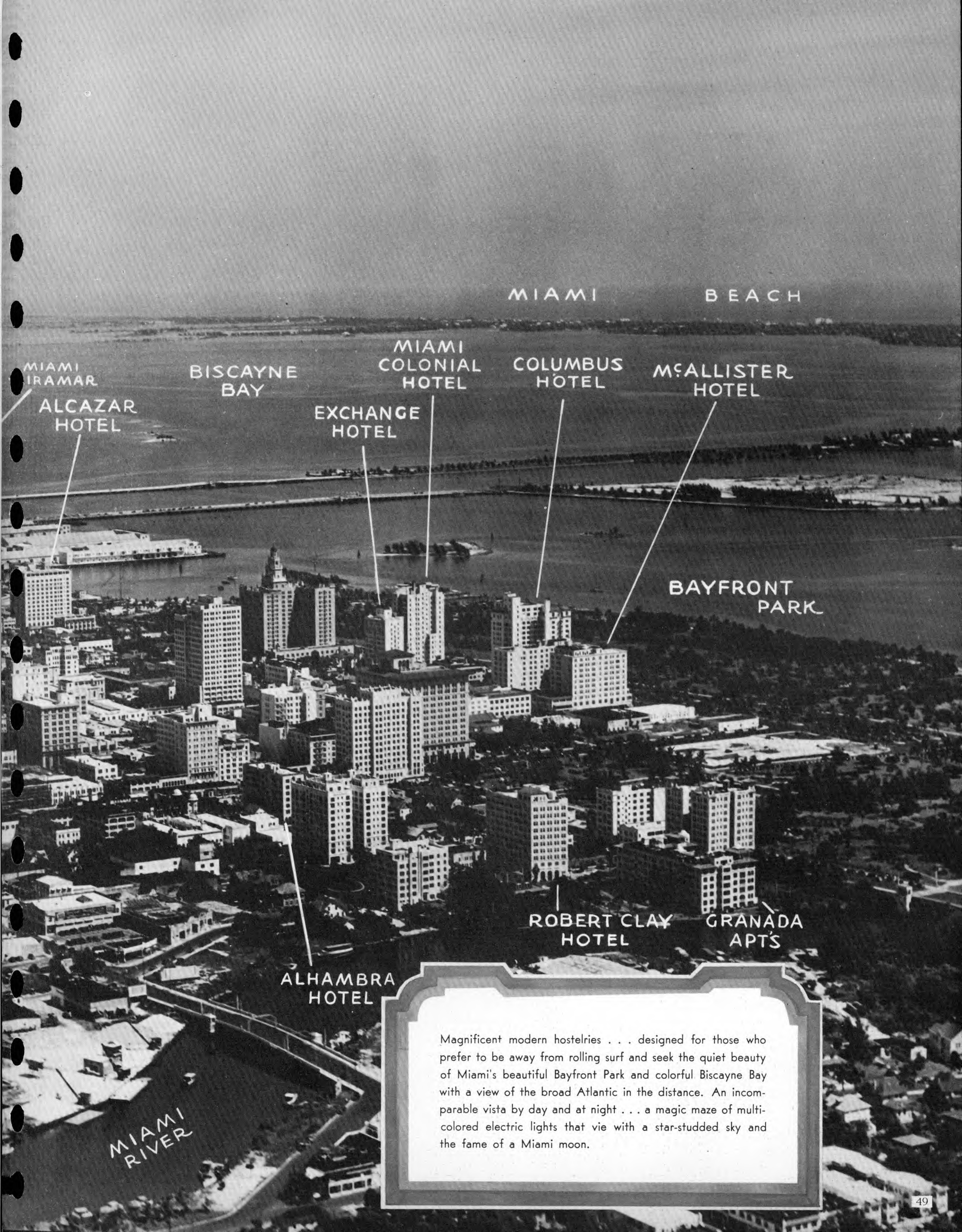
●

Miami . . . extends a cordial welcome to friends old and new who, when once they know her lure . . . never forget.

The Royal Poinciana in all its glory.



A rare infra-red study of the silhouetted skyline overlooking brilliant blue waters of Biscayne Bay.



Magnificent modern hostelries . . . designed for those who prefer to be away from rolling surf and seek the quiet beauty of Miami's beautiful Bayfront Park and colorful Biscayne Bay with a view of the broad Atlantic in the distance. An incomparable vista by day and at night . . . a magic maze of multicolored electric lights that vie with a star-studded sky and the fame of a Miami moon.

A rare combination of traditional Southern Hospitality and smart resort living, blended in one of Florida's largest hotels. Central location at Bayfront and Flagler Street—all attractions easily reached. Every personal need is provided within the Hotel itself—conserving time on essentials and leaving you a maximum of freedom to enjoy to the fullest your vacation in Miami.

The friendly lobby above and a typical bedroom below are representative of the impressive appointments and furnishings—the smart modernity of the McAllister.

McALLISTER FACTS

Miami's largest bayfront hotel.

Ten floors—modern fireproof construction.

550 rooms, all with combination shower bath and steam heating.

Location in the heart of Miami—facing Bayfront Park at Flagler Street.

Adjacent to theatre and shopping districts.

Convenient to sports and amusements.

Open the year round—European plan.

■

For all details concerning rates, reservations, etc.:

LEONARD K. THOMSON
Manager

THE McALLISTER HOTEL

Biscayne Boulevard at Flagler

MIAMI, FLORIDA

MIAMI COLONIAL

Overlooking Biscayne Bay at 2nd Street

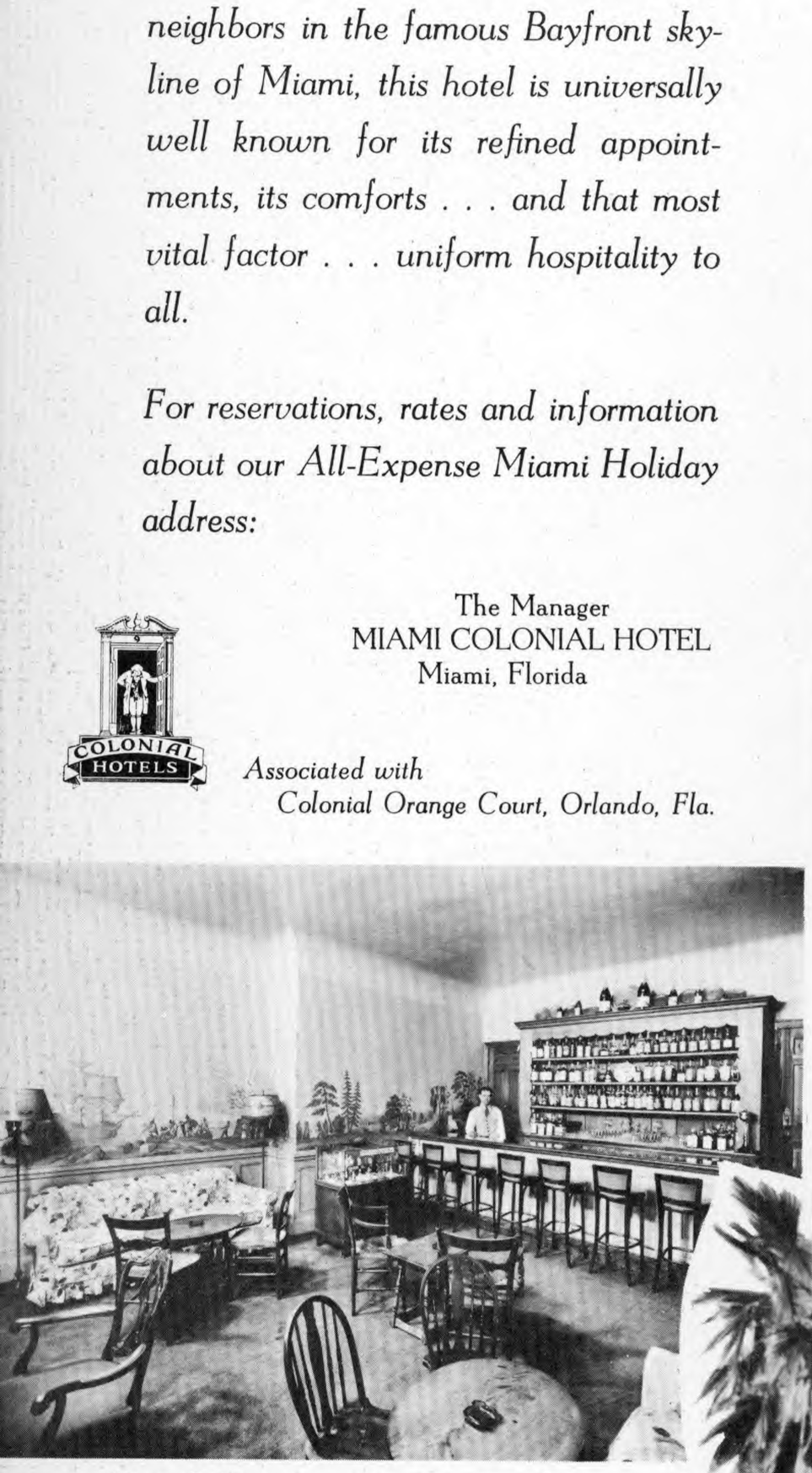
Towering conspicuously among its neighbors in the famous Bayfront skyline of Miami, this hotel is universally well known for its refined appointments, its comforts . . . and that most vital factor . . . uniform hospitality to all.

For reservations, rates and information about our All-Expense Miami Holiday address:

The Manager
MIAMI COLONIAL HOTEL
Miami, Florida

COLONIAL HOTELS

Associated with
Colonial Orange Court, Orlando, Fla.



One of the most attractive . . . and smallest cocktail bar in Miami.

Portion of the Lobby

In Miami The COLUMBUS

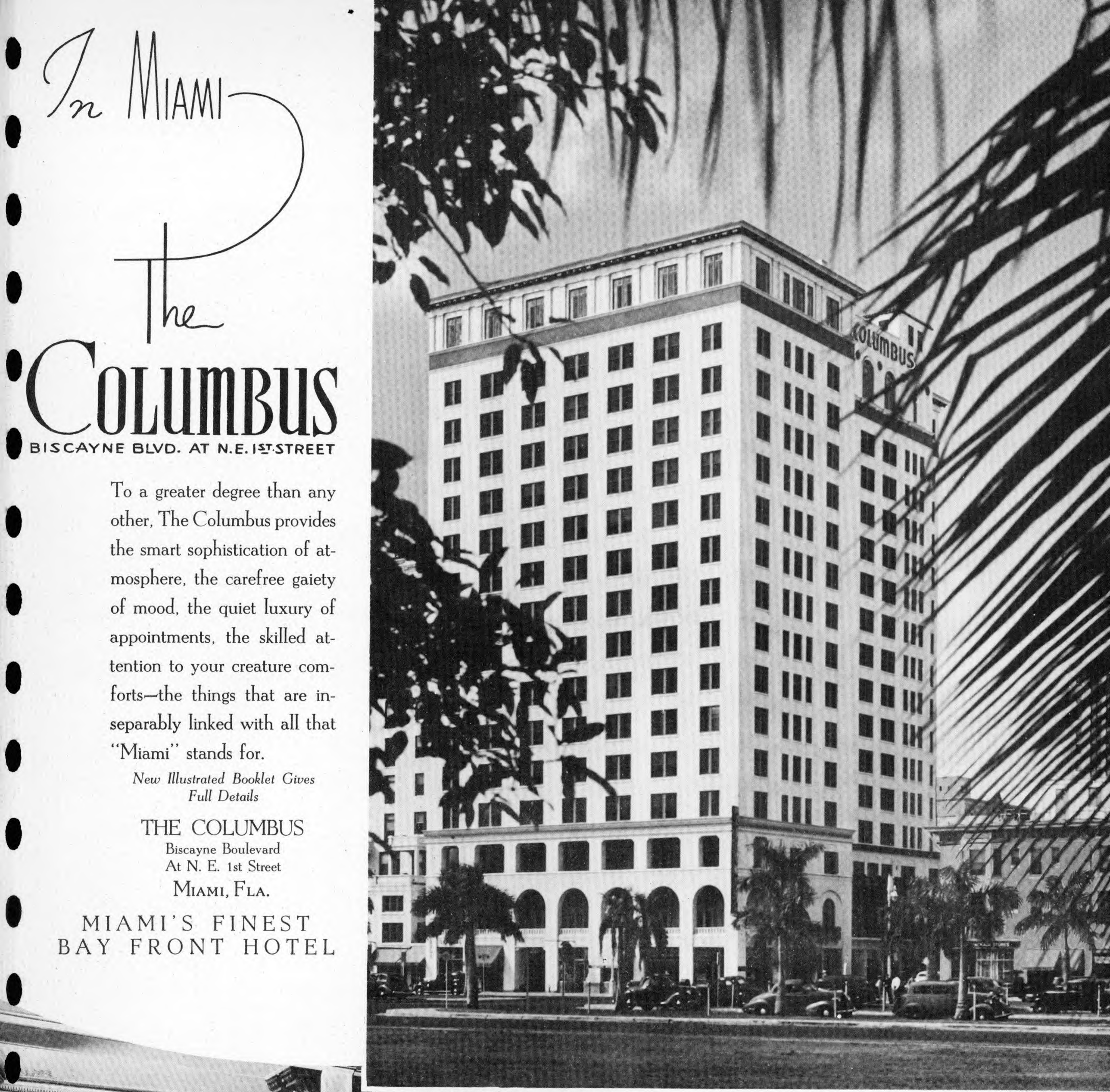
BISCAYNE BLVD. AT N.E. 1ST STREET

To a greater degree than any other, The Columbus provides the smart sophistication of atmosphere, the carefree gaiety of mood, the quiet luxury of appointments, the skilled attention to your creature comforts—the things that are inseparably linked with all that "Miami" stands for.

New Illustrated Booklet Gives Full Details

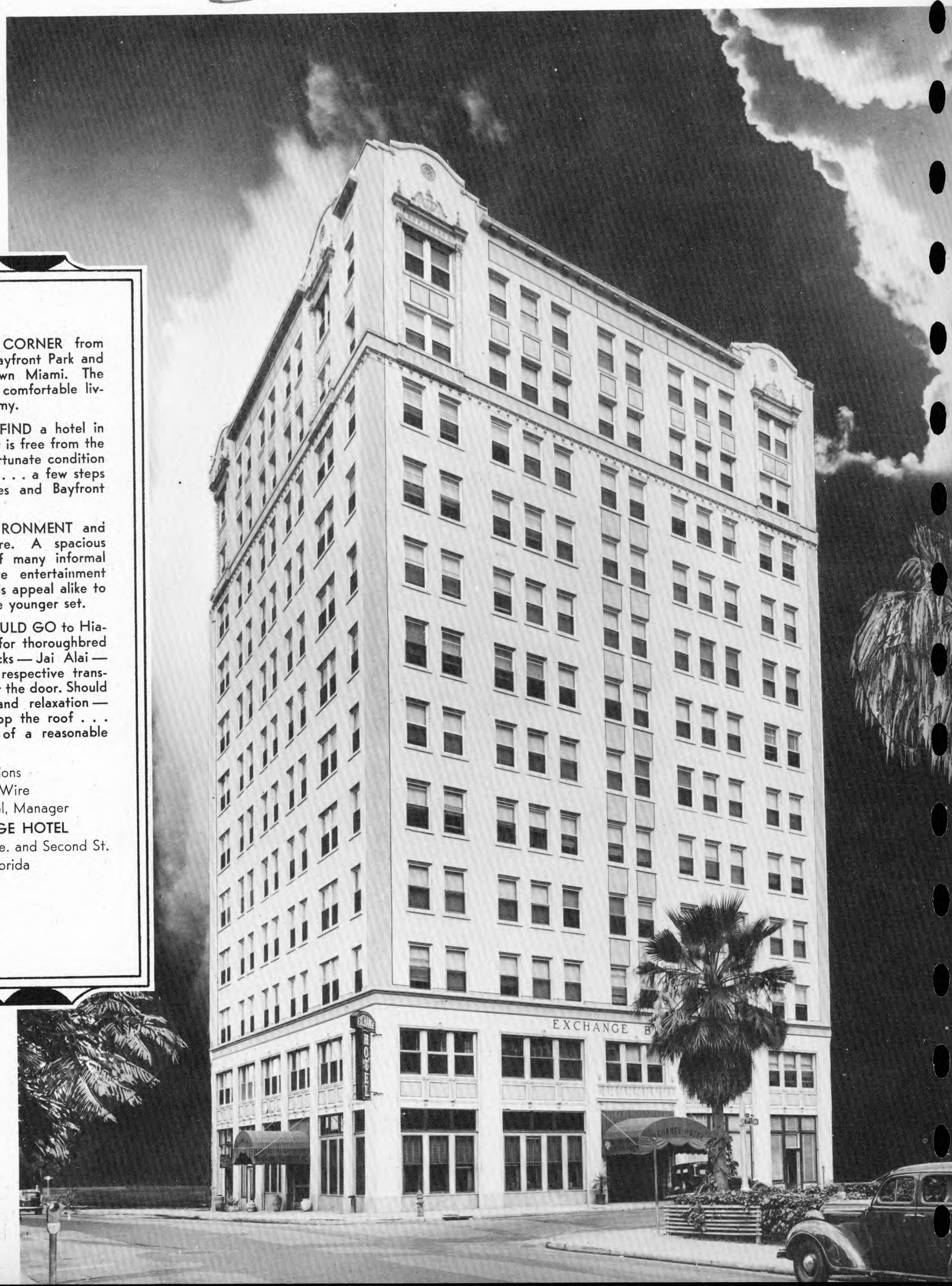
THE COLUMBUS
Biscayne Boulevard
At N. E. 1st Street
MIAMI, FLA.

MIAMI'S FINEST
BAY FRONT HOTEL



Exchange Hotel

North East Third Avenue at Second Street



JUST AROUND THE CORNER from beautiful and restful Bayfront Park and convenient to downtown Miami. The Exchange Hotel offers comfortable living . . . sensible economy.

SELDOM MAY ONE FIND a hotel in the heart of a city that is free from the noise of traffic. This fortunate condition exists at the Exchange . . . a few steps only to shops, theatres and Bayfront Park concerts.

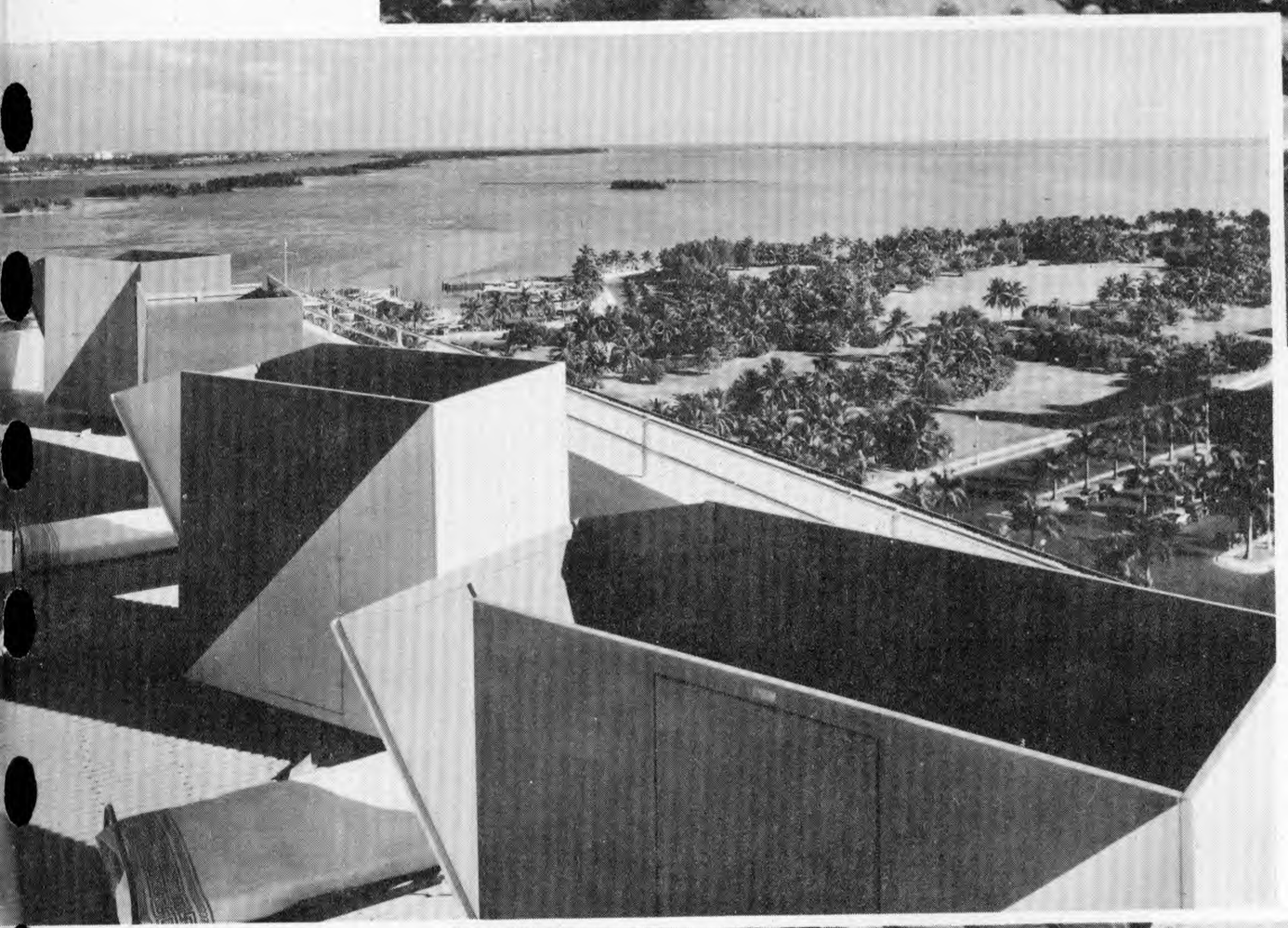
A DISTINCTIVE ENVIRONMENT and atmosphere exists here. A spacious lobby is the scene of many informal groups who find here entertainment and relaxation. There is appeal alike to elderly guests or to the younger set.

AND . . . IF YOU WOULD GO to Hialeah or Tropical Park for thoroughbred racing — the dog tracks — Jai Alai — Golf or Tennis — the respective transportation depots are at the door. Should you desire sunshine and relaxation — enjoy the solarium atop the roof . . . all within the means of a reasonable vacation budget.

Reservations
Write or Wire
M. J. McMichael, Manager
THE EXCHANGE HOTEL
Corner N. E. Third Ave. and Second St.
Miami, Florida

*

Facing Biscayne Boulevard in the heart of downtown Miami, the Alcazar overlooks tropical Bayfront Park and the blue waters of Biscayne Bay.



hotel ALCAZAR

On Biscayne Boulevard At Fifth

For gracious living in the heart of the world's most famous playground, the Alcazar offers you restful comfort, impeccable service and the convenience of a central location.

Throughout the hotel you will find the atmosphere of quiet good taste that distinguishes your own home. Pleasant, sunny bedrooms with fine innerspring mattresses on every bed . . . spacious ladies' lounge for quiet relaxation . . . main lobby beautifully furnished and decorated in the Spanish motif . . . main dining room noted for excellent meals, perfect service and rare old wines . . . attractive cocktail lounge . . . convenient sun deck with individual sun cabinets atop the hotel . . . a mezzanine porch overlooking tropical Bayfront Park and the blue waters of Biscayne Bay.

Make the Alcazar your vacation home summer or winter. Rates are moderate. We suggest you make reservations in advance.

Individual roof cabinets for nude sunbathing . . . overlooking the broad expanse of colorful park and water.

The attractive cocktail lounge, a quiet, cozy place where friendships ripen over delicious drinks.

■

One of the Alcazar's comfortable bedrooms. All beds equipped with fine innerspring mattresses.

Situated immediately on the Bayfront . . . in the midst of spacious, tropical landscaped grounds overlooking beautiful Biscayne Bay. Soft breezes of trade winds . . . rest and quiet . . . freedom from disturbing noise and turmoil . . . a step to stores or a few minutes drive to the heart of Miami and Miami Beach.

Miami Miramar hotel

The Miramar is noted for its spacious lounge of living room atmosphere where bridge and popular games are played every evening.

THAT which is worthwhile . . . is worth looking for. The Miami Miramar caters to a reserved class of guests . . . those who wish a comfortable and enjoyable winter home . . . with assurance of excellent service . . . good food.

¶ Congenial companionship assured. Our guest list, to a great extent, is that of previous years with yearly reservations. We wish no greater recommendation than the oft repeated remark on arrival of old friends, "We are back home again".

¶ The Miramar's location, one block from Miami's busy Biscayne Boulevard, gives freedom from transportation problems. Busses to any point or amusement are available every few minutes. To appreciate the Miramar, its beauty and attractive atmosphere, come here first and see for yourself before deciding definitely on a vacation home.

MIAMI MIRAMAR HOTEL
Francis F. Hamilton, Manager
1744 N. Bayshore Drive
Miami - - - Florida

Seasonal or short term rates. Reservation office open September.

Biscayne Bay . . . its tropical hued waters . . . viewed from the Miami Miramar.

THE GRANADA

on the
Miami River at
S. E. Second Avenue

You'll enjoy your Miami vacation more

. . . if you choose a Granada "home" . . . to which you will want to return year after year—

. . . to a simplex suite with its spacious and comfortable living rooms and chambers, master closets, cross-ventilation, completely equipped kitchen—or to the restfulness or entertainment facilities of a duplex or penthouse apartment and *privacy of a country estate* . . . enhanced by gorgeous vistas of gardens and sea.

. . . The Granada tradition of *value* is appreciated by those who want dignity without austerity, comfort without sacrifice of beauty, convenience without excessive rates. *A Granada vacation will be a happy memory,* one you will want to cherish all your life.

For further information and rates, address
L. E. Wheeler, Resident Manager
The Granada, Miami, Florida

Alhambra Hotel

119 SOUTH EAST
SECOND STREET

The Alhambra Hotel is Modern

. . . a fireproof hostelry . . . in a quiet neighborhood overlooking Biscayne Bay . . . two blocks from the shopping center, the theatre district, and Miami's finest restaurants . . . convenient to all transportation lines.

Operated as a high type European plan family hotel, catering to refined clientele . . . an ideal winter home . . . quiet and comfort, devoid of formality . . . at a cost in keeping with accommodations and service offered.

Rooms are large, airy, light, with extra large closets, private baths and excellent beds. Suites with living room can be arranged.

Rates are according to size and location of accommodation, and are quoted for the season, monthly or by day or week. Seasonal rentals arranged as of November, December or January first. Advance reservations are considered necessary.

W. Earle Spencer, Manager

The Alhambra . . . Center of Convenience in Miami, Florida.

The cheerful lobby . . . well arranged . . . a casual atmosphere.

ROBERT CLAY

IN FORT DALLAS PARK
DOWNTOWN · MIAMI

EXCLUSIVE . . . SECLUDED . . . IN FORT DALLAS PARK . . . upon the site of the old fort itself, yet . . . only three blocks to the bright glare of famous Flagler Street or an equal distance to the quiet tropical hued waters of Biscayne Bay.

THE ROBERT CLAY is a modern building that is ageless in associations and charm. The latter is always evident in the bond of good feeling and well being between management and guest.

OUR ROOMS . . . are all outside, comfortable, inviting and appointed in good taste. We realize they are an important part of your visit and we designed them for you to stay a day . . . a week-end or . . . a winter season.

THE DINING ROOM . . . in the Robert Clay . . . is more than a mere place to dine. Your tastes are catered to . . . a splendid cuisine . . . but if you are economically-minded, our club breakfasts and table d'hote dinners are most inviting in menu.

WARM WELCOME is assured for . . . should we not have just what you like . . . it is our pleasure to help you find it elsewhere. Enjoy real living at practical prices!

For Reservations
Wire . . . or . . . Write:

THE ROBERT CLAY
James J. Helm, Mgr.

MIAMI * FLORIDA

Fireproof . . . Steam Heat in every room.

The Robert Clay . . . a modern fireproof hostelry. Designed and located for finer living.

A portion of the inviting lobby. An appeal to the socially inclined.

HOTEL Seventy-ninth Street in Little River · MIAMI ·

IN PROGRESSIVE "Little River," or northeast section of Miami . . . away from congestion though accessible to shops, theatres and night clubs.

On practically a straight line via causeway to the exclusive "north end" section of Miami Beach and surf bathing. Though containing all modern appointments and conveniences this hostelry was planned for, and is operated, to afford comfortable accommodations at a moderate cost.

Our restaurant, the "Track and Shore Inn" . . . is supervised by Mary C. Budroe . . . nationally known restaurateur. This has resulted in making it one of Greater Miami's most popular dining rooms.

Hotel Seventy-Ninth Street
Jay Leach, Manager
Miami - Florida

Terrace Lounge . . . scene of social activities throughout the season.

Here is to be found quiet comfort . . . genial hospitality and delightful guest rooms. A cordial welcome is extended.

El Comodoro

• HOTEL •

South West First Street at Second Ave.

The El Comodoro . . . in the heart of the Miami shopping district . . . a two hundred fifty room, modern, fireproof, steam heated hotel.

Designed expressly to conform to the demands of Florida's tropical climate. Though a resort hotel, the El Comodoro not only appears but has the atmosphere of a metropolitan hostelry. Unusually attractive suites are available and rates are quoted for either a day or a long visit. Open for your convenience the year round.

The spacious lobby is cool and inviting . . . a cocktail bar caters to one's every fancy and the attractive air-cooled Coffee Shop, famous for steak, chop and fish dinners, is greatly in favor with residents and guests alike.

Reasonable Rates

THE EL COMODORO

Under the Direction of Joe H. Adams

An inviting lobby . . . gathering place of the congenial and friendly minded . . . The attractive and comfortable bedrooms are designed for a tropical climate, however steam heat is available when needed . . .

*

SOLITUDE

CORAL GABLES *and The Joy of Living!*

UNDISPUTED IS CORAL GABLES' CLAIM TO A PLACE OF HONOR AMONG THE WORLD'S MOST BEAUTIFUL SUBURBAN CITIES.

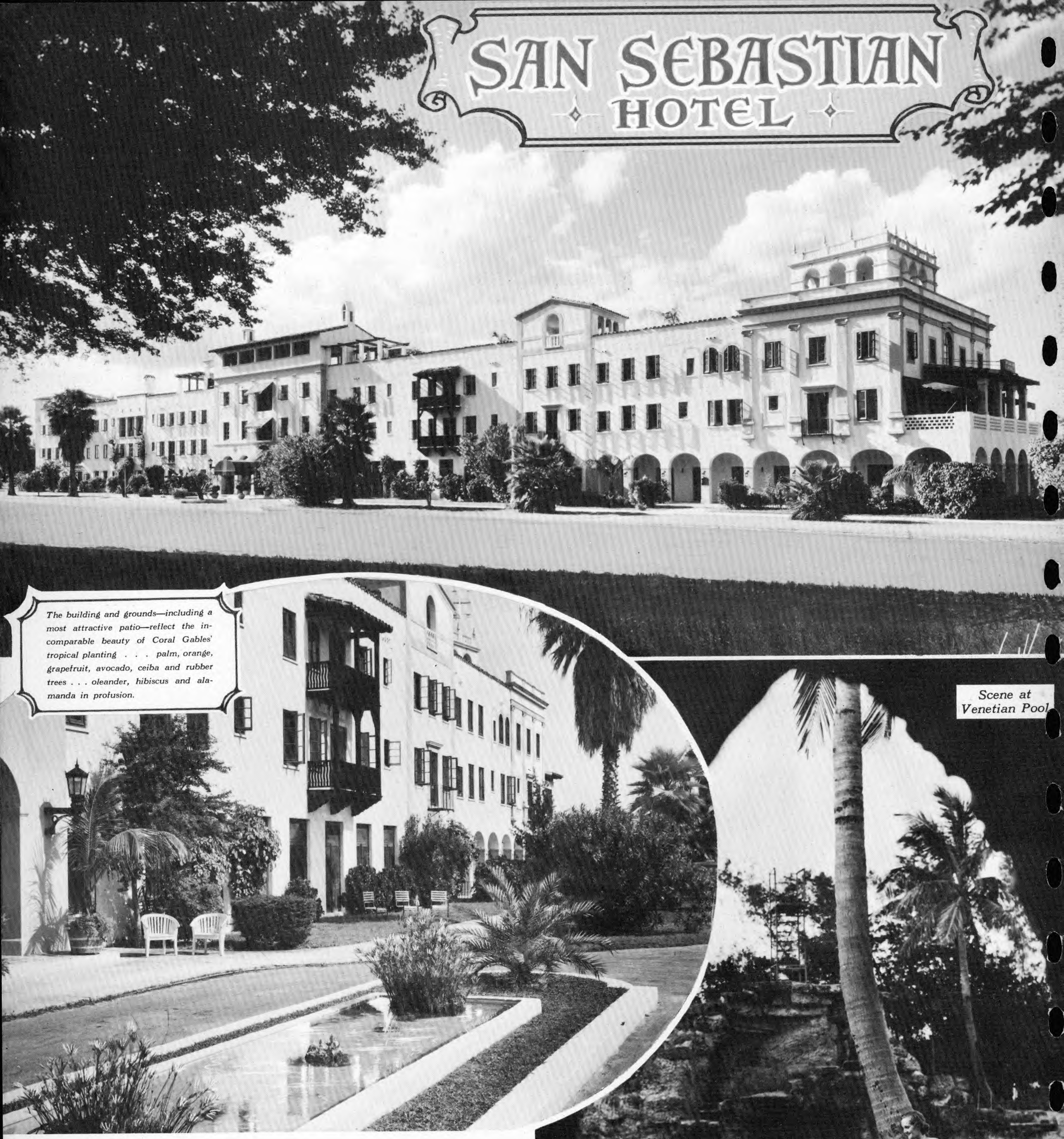
Natural advantages and man-made facilities offered by the City of Coral Gables, Florida, as its contribution to the sum-total of human happiness, the Joy of Living, are manifest—and are acknowledged to be unsurpassed.

The municipal environs of Coral Gables are the finest. Unique old world and new world charm have been blended to develop a veritable gem of the American tropics—undoubtedly the most notable example of a modern city not only planned but built according to a single concept and unified design. The effect is truly inspiring.

Forward-looking cultural influences . . . recreational facilities for rich and poor alike . . . fishing, golf, swimming, horse and dog racing, tennis, horseback riding, sailing and motor boating, collegiate and park sports . . . One of the world's most equable climates . . . A modern and complete shopping center . . . First-rate educational facilities, including the fast-growing University of Miami, churches, libraries, civic clubs . . . economical living conditions.

HERE INDEED IS A HAVEN FOR ALL WHO HAVE SOUGHT IN VAIN
THE JOY OF LIVING

SAN SEBASTIAN
HOTEL



The building and grounds—including a most attractive patio—reflect the incomparable beauty of Coral Gables' tropical planting . . . palm, orange, grapefruit, avocado, ceiba and rubber trees . . . oleander, hibiscus and alamanda in profusion.

Scene at Venetian Pool

Located in beautiful Coral Gables . . . often described as a gracious city for those who appreciate "the joy of living."

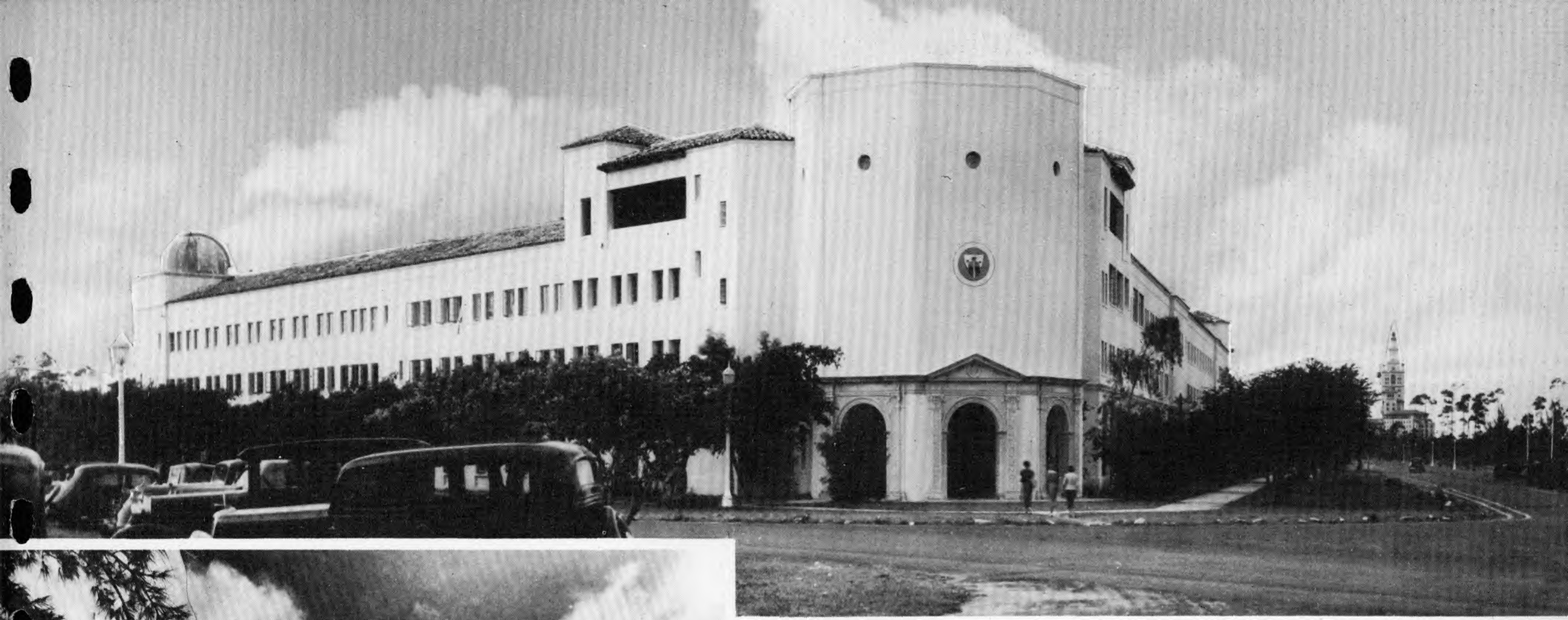
The San Sebastian is, in reality, a suburban home for the visitor. To one seeking real comfort coupled with attractive surroundings, the assurance of congenial companionship and capable management.

The San Sebastian has much to offer . . . more than hotel or apartment, A HOME . . . whether it is a single or double room, a suite or . . . one of the many apartments which vary in size to fit the individual needs. Its dining room is famed for the quality of food and service.

Accessible to all sports . . . ocean bathing, fishing, golf, tennis, riding. Indulge as you wish and then come home to the quiet, restful environment of the San Sebastian. A constantly returning clientele is eloquent testimony of the degree of efficient service.

For Reservations, Address
Maybelle Corbett
HOTEL SAN SEBASTIAN
Coral Gables, Florida

Season—October 15th to June 1st



VNIVERSITY OF MIAMI

CORAL GABLES • FLORIDA •

TRADITION IN THE MAKING . . . a school where you take part in the development of a new empire of education . . . Bring your quest for knowledge to a land of sunshine and health . . . to a school where independence and self-reliance is a definite part of the educational program.

Founded in 1925, during an era of temporary prosperity, overcoming many difficulties . . . the University of Miami triumphantly succeeded in becoming an outstanding factor in American education. Located in Coral Gables, only minutes from the heart of Miami, this University offers its student body every advantage found in a metropolitan city. Yet . . . by reason of this choice, having all the necessary grounds and open areas now necessary for sports so dear to a student body.

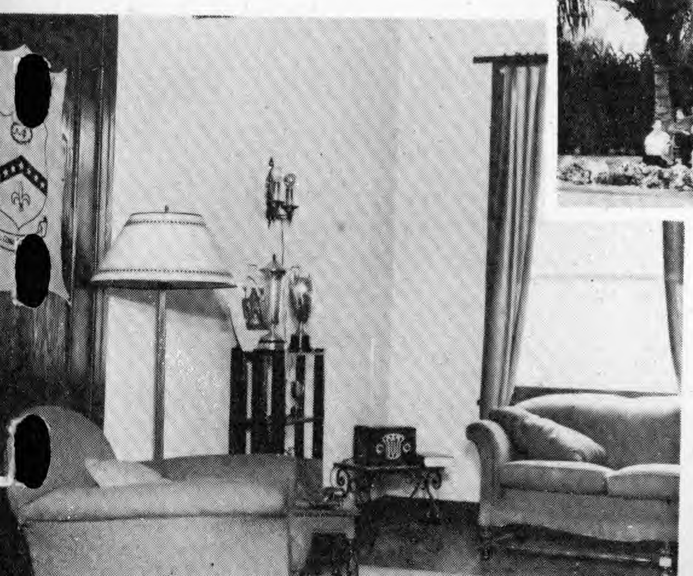
A healthy mind . . . then sports . . . swimming, riding, boxing and wrestling, fencing, golf . . . tennis . . . intramural program, and last but not least—football . . . outstanding teams . . . annually making football history abroad and in the new City of Miami Stadium.

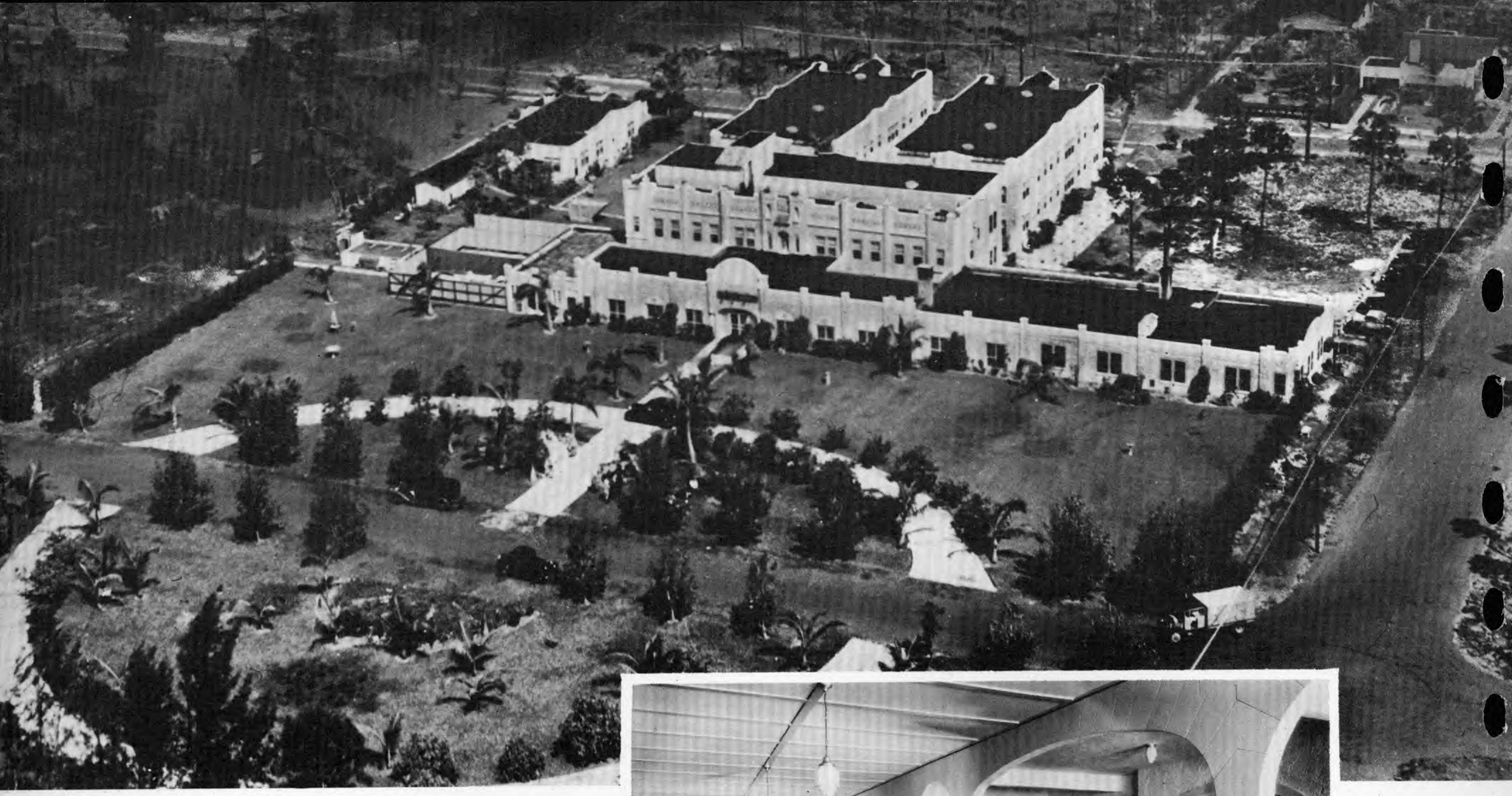
Too numerous are the educational advantages of this outstanding University to enumerate them. For one who looks beyond to the future . . . and would build mentally and physically, write for bulletins to—

THE REGISTRAR, UNIVERSITY OF MIAMI
CORAL GABLES, FLORIDA

Typical men's dormitory and interior. A home of character, designed for comfort.

Girls' dormitory . . . attractive homes . . .
. . . a comfortable pleasant room.





SUN-RAY PARK
HEALTH RESORT
MIAMI • FLORIDA

REST . RELAX . REJUVENATE!
AN AMERICAN PLAN HOTEL AND HEALTH RESORT FOR THOSE SEEKING A HAPPY COMBINATION OF REST, RECREATION AND PLEASURE, OR A DEFINITE SCIENTIFIC PLAN FOR HEALTH-BUILDING.

Sun Ray Park . . . Miami's first approved sanitarium . . . Established in 1928 . . . entirely self-contained in five acres of beautiful, tropically landscaped grounds . . . only ten minutes from the heart of Miami.

A General Health Program, after a complete diagnosis has been made, will be arranged for you and supervised by Resident Physicians (M. D.) in cooperation with your personal local, or out-of-town physician. A complete Physical Therapy department is offered for Resident Guests and Out-Patients, which includes Sun-bathing, Baths, Massage, Physical Culture, etc. Graduate Nurses, Dietitians and Technicians always in attendance.

Comfortable living accommodations . . . Delicious, home-cooked, well balanced meals. No need for separation of families . . . they can be accommodated at small additional charge . . . a total not exceeding that of the average hotel or apartment. Here is found a genuine aid to the solution of the problem for you or your family of . . . how to get well and stay well.

A cordial invitation is extended.
For booklet and further details—

Write or wire
ARTHUR W. ELLIS, Managing Director

SUN RAY PARK HEALTH RESORT
125 S. W. 30th Court
Miami, Florida

A portion of the main lobby . . . airy, sunny, attractive.

Convalescing under a health-giving sun midst tropical planting.

The warm pool . . . heat, sunshine and exercise in a desirable combination.

·DANIA·
FLORIDA·

■

Beautiful South Broward High School, offering twelve grades of accredited schooling.

■

FLORIDA'S TOMATO CITY . . . so named after its principal industry, the growing of tomatoes . . . is situated between Fort Lauderdale and Hollywood . . . about twenty minutes' drive to Miami.

A thriving city, near centers of entertainment but without dependence on this feature has tripled her population in the last ten years. Dania really depends on its seven vegetable packing houses and canning plant for tomatoes, tomato juice, orange and grapefruit juice . . . four fertilizer distribution warehouses, and her mainstay . . . agriculture in broad productive nearby fields.

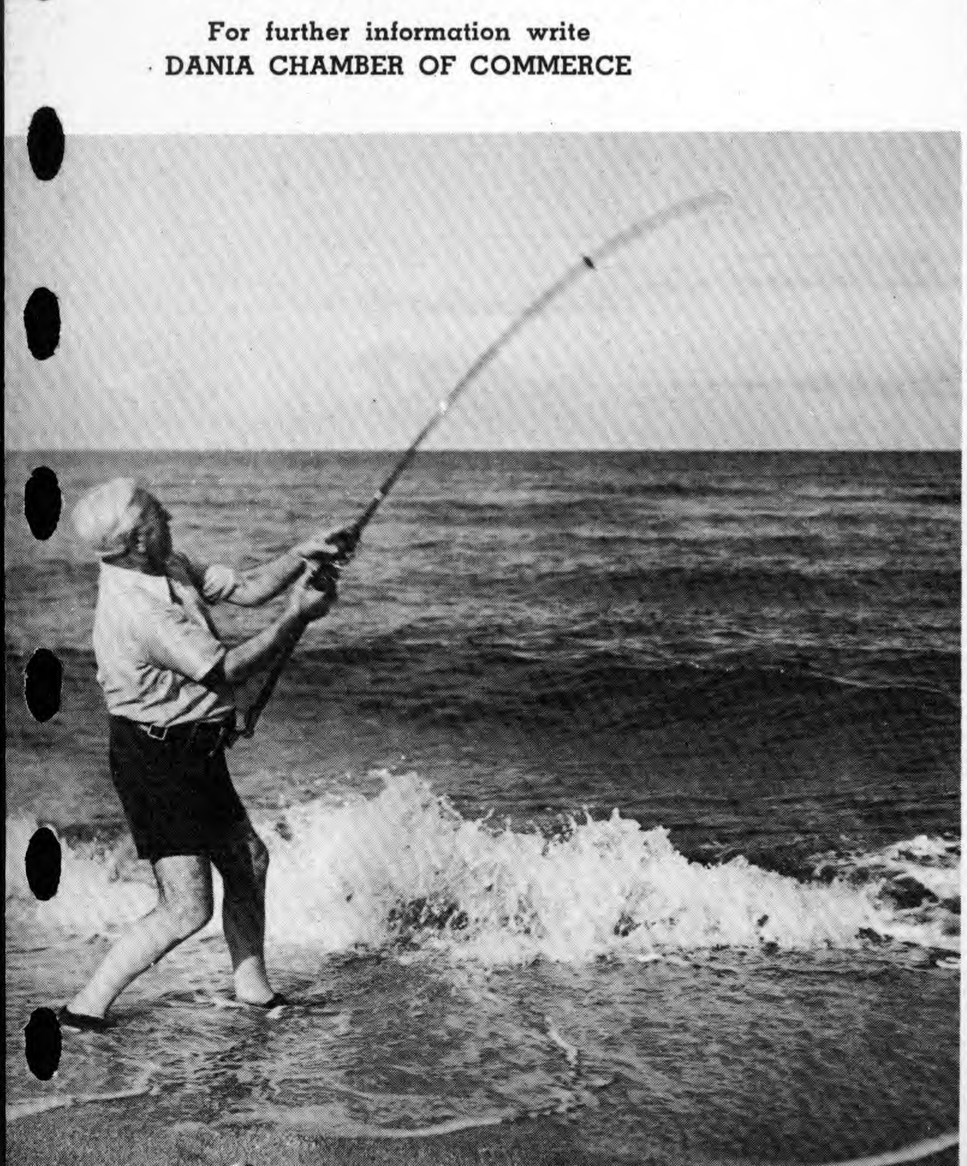
City of homes, churches and good schools, accommodations are available in three hotels, modern tourist courts and homes.

Ocean bathing, fishing, tennis, horse-back riding and numerous other sports are enjoyed by residents and visitors. A Woman's Club and Community Library together with an active Chamber of Commerce provide a social atmosphere.

For further information write
DANIA CHAMBER OF COMMERCE

Stately grandeur of Royal Palms

Surf bathing any time of the year and a new thrill for the fishing enthusiast . . . casting into the surf.



DANIA BEACH HOTEL

DANIA - FLORIDA

FRIENDLINESS . . . CHARM . . . AND INFORMAL ATMOSPHERE . . . All await you at . . . THE DANIA BEACH HOTEL.

Surrounded by a three-acre tract . . . tropically landscaped . . . this most attractive hostelry is but nineteen miles north of Miami Beach and forty-six miles south of Palm Beach, over U. S. Highway No. 1.

You may vary your selection for golf and bathing . . . three of Florida's most beautiful courses within seven minutes of the Hotel . . . and three fine bathing beaches nearby!

Guest rooms are sunny and airy . . . all outside . . . each with bath or shower. The dining room has an enviable reputation for its excellent cuisine. Sea foods, freshly caught! Florida vegetables and fruits . . . mostly grown on our own grounds . . . all prepared to suit your taste.

Personal and courteous service is required of the Staff of the Dania Beach Hotel. It matters not whether you come for complete rest . . . the benefit of the penetrating sun, or sports . . . the races, or . . . gay night life. They are all within the proper distance of this hostelry!

• American or European Plan •

For Reservations . . .

THE DANIA BEACH HOTEL

Dania, Florida *Phone Hollywood 9178*

New York Office 1 E. 93rd St. *Phone Atwater 9-8660*

Under Ownership Management AAA

Center for Game Fishing . . . our special fishing guide will show you where the "big ones" lurk!

Hollywood By-the-Sea

For winter tourist or the year-round resident who relishes sunshine . . . breeze-cooled in summer, warm in winter sunshine . . . Hollywood has much to offer.

Only a few minutes up the coast from Miami . . . this "Dream City" of a pioneer developer provides for all who tarry, an interesting and complete program. Five beautiful parks, six miles of surf bathing from a city-owned beach, municipal bathing casino, boardwalk one mile in length with community picnic ovens for those having the "urge" for a "beach party," placed at convenient spots. A city planned and maintained to serve its citizens and visitors.

Every type of outdoor recreation . . . a municipal golf course, tennis, horseback riding, fishing, hunting, surf board riding, dog racing, horse racing, night clubs, band concerts . . . in the matchless climate of South Florida.

A famous military academy, public and private schools, churches, hotels and apartments are tangible evidence of a cultural, progressive, substantial city.

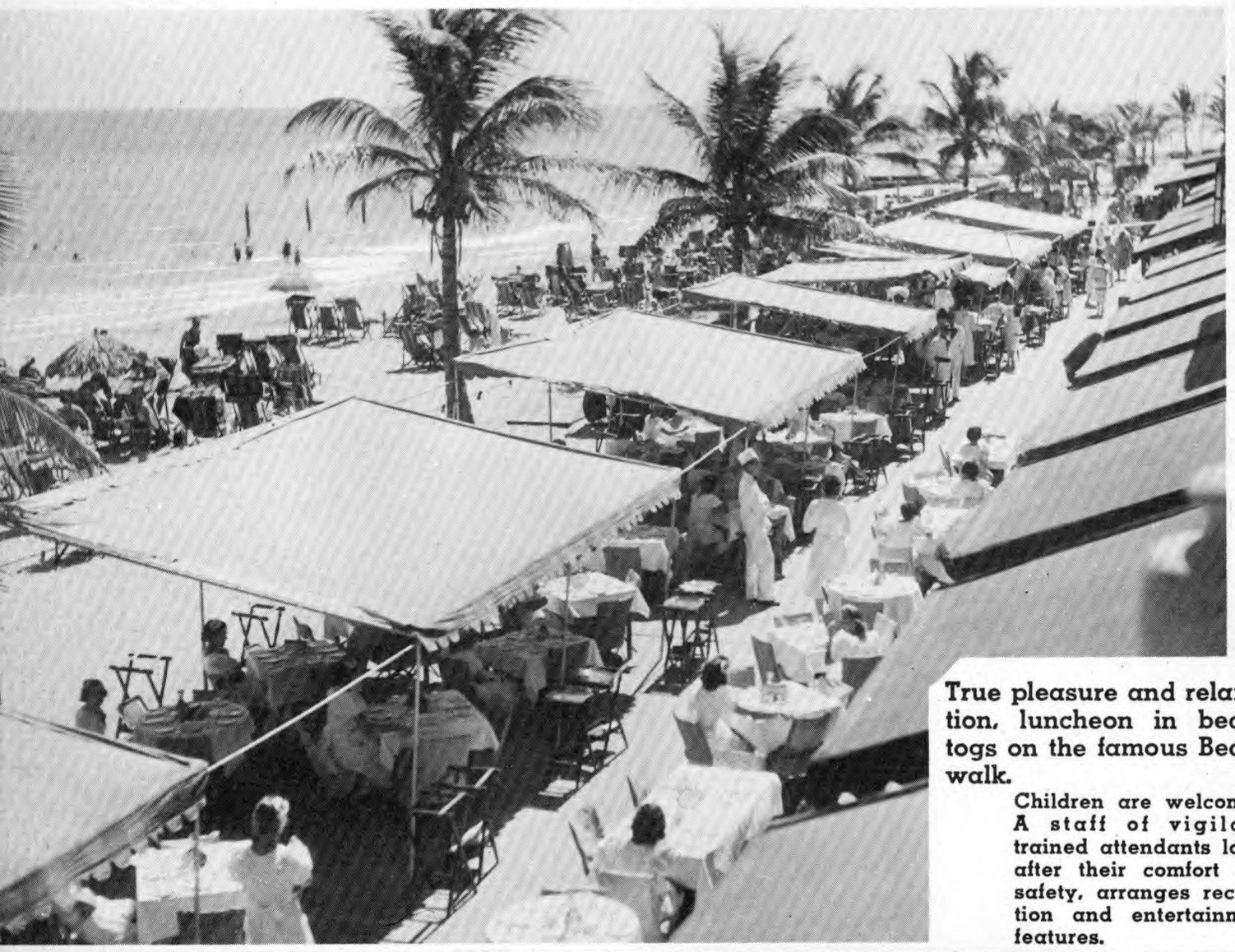
For health, happiness and pleasurable living the year 'round . . . come to Hollywood.

For Information Write
Hollywood Chamber of Commerce

"The flowers that bloom . ."
always in Hollywood.

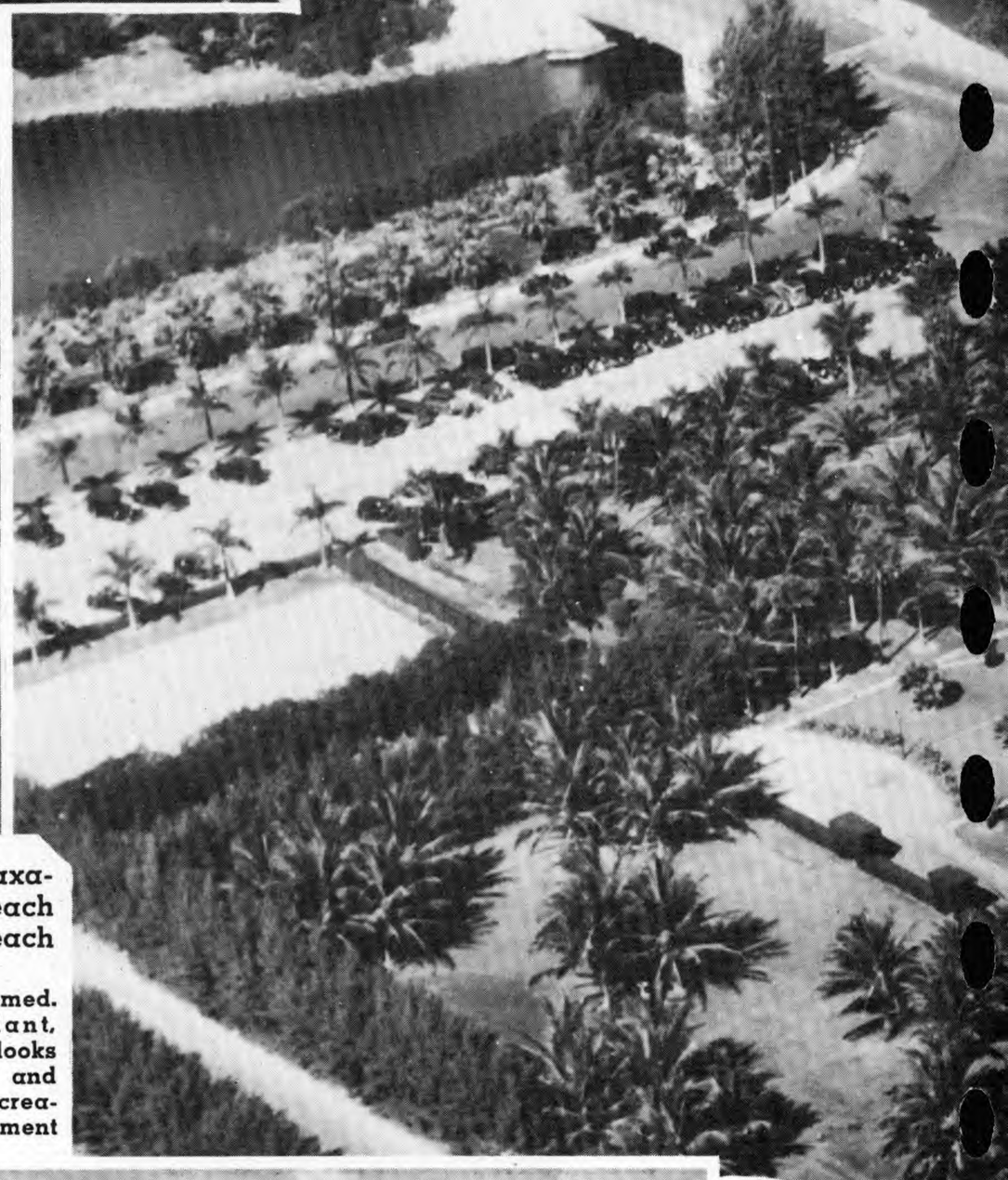
A showplace of the South, chief objective of discerning guests because of its infinite variety of cuisine.....Normally seats 1,250; can accommodate 2,000.

Organ recitals, card games, movies and other entertainment are provided in this spacious lounge. Can be transformed quickly into an auditorium seating 2,000 persons.

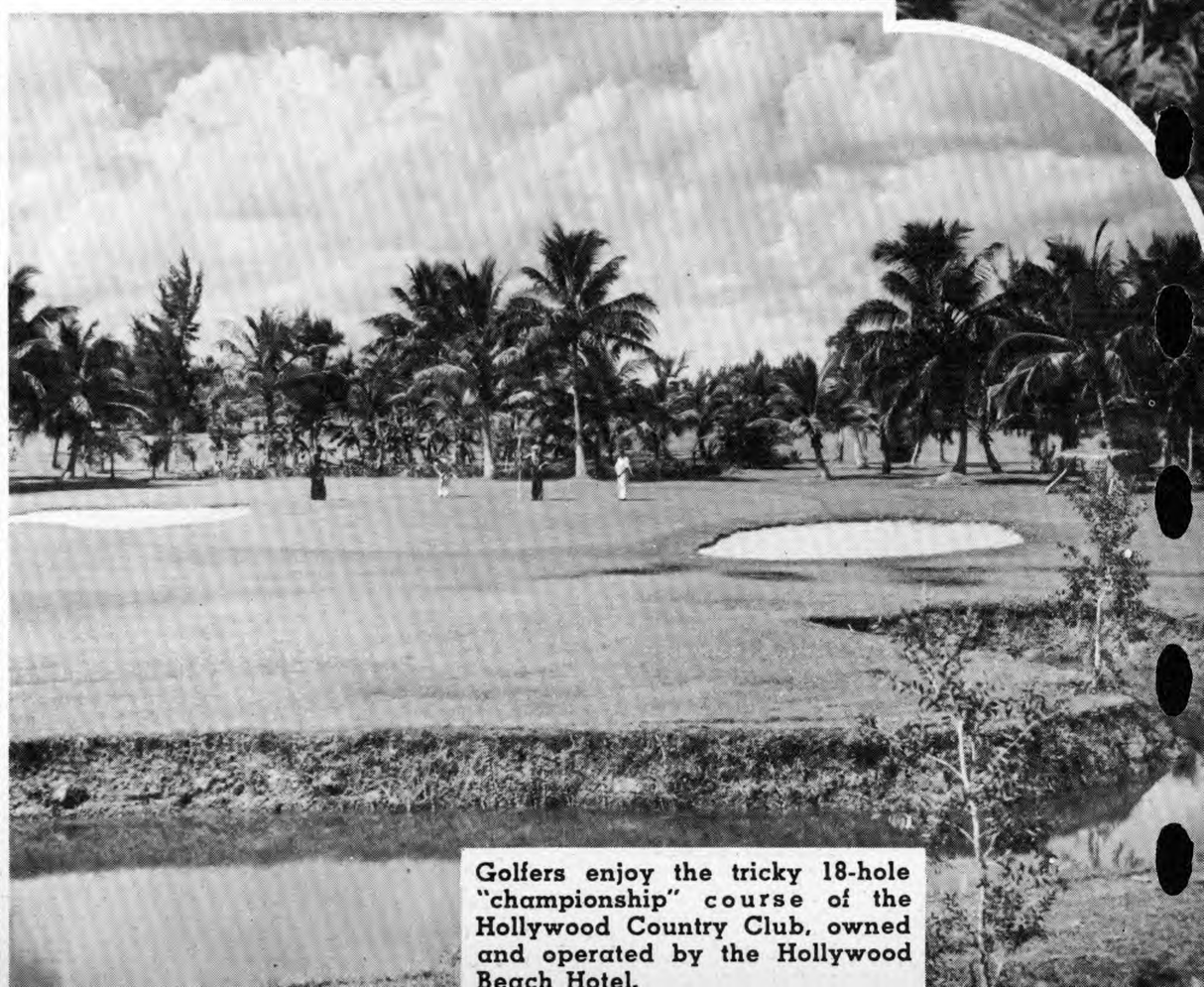


True pleasure and relaxation, luncheon in beach togs on the famous Beach walk.

Children are welcomed. A staff of vigilant, trained attendants looks after their comfort and safety, arranges recreation and entertainment features.

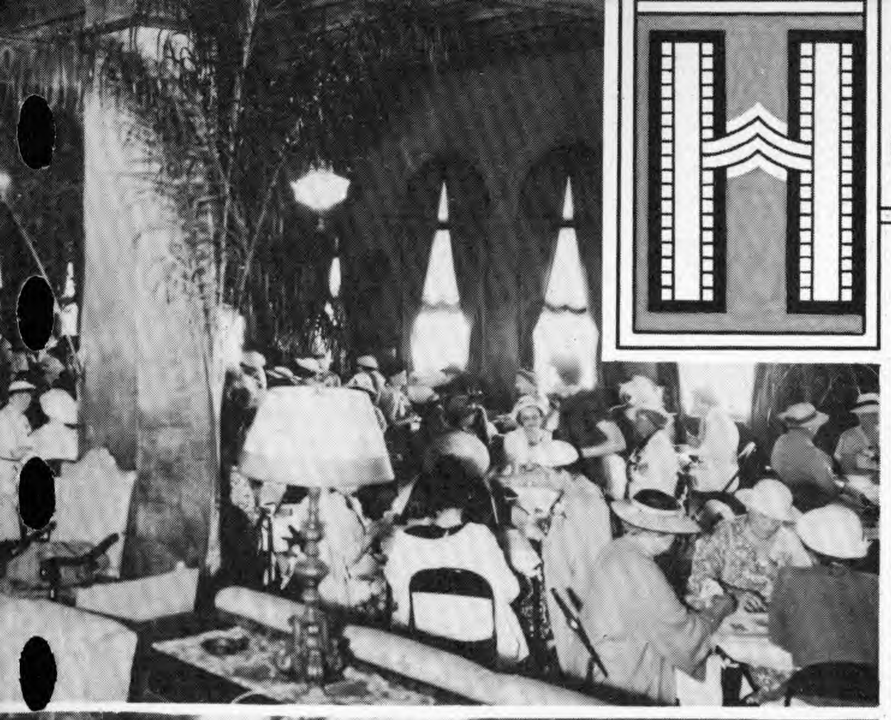


Modern dance interpretations, including nightly floor shows, provide welcome thrills for spectator and participant.



Golfers enjoy the tricky 18-hole "championship" course of the Hollywood Country Club, owned and operated by the Hollywood Beach Hotel.

HOLLYWOOD BEACH HOTEL



Given in the Grand Lounge by Meyer Davis' Symphonic Ensemble, conducted by Lon Chassy. The Lounge is often converted into a ballroom.

FEW HOTELS IN THE WORLD offer opportunities for as varied and complete vacations as Hollywood Beach Hotel, directly on the ocean and the Intracoastal Waterway, between Miami and Palm Beach.

¶ HERE all that one might hope to find in an entire resort city is presented in a single, great ocean-front estate, set in 12 acres of tropical garden.

¶ THERE ARE BEACH SPORTS; tennis and shuffleboard courts; boardwalk and rooftop solaria; a world-famous private 18-hole golf course and many other outdoor attractions.

¶ EXCLUSIVE SHOPS within the hotel, card and recreation rooms, all lend themselves to making up the full complement of "extra" pleasures you can anticipate in addition to splendid accommodations and excellent food.

For illustrated descriptive folder, write
OSCAR T. JOHNSON, *Manager*
HOLLYWOOD BEACH HOTEL
Hollywood, Florida Phone Hollywood 420

Outward bound
Seeking the golden
treasure of
...radiant health

No long channel to Port Everglades with its deep water harbor. The layout of the Port . . . land and water approaches clearly discernible.

PORT EVERGLADES

FLORIDA'S NEWEST SEAPORT

Conceived and financed by the citizens of Broward County, Florida . . . in six years of operation it has fulfilled all expectations.

The benefits have earned for it a high place among Florida's major ports. Commercial, industrial and shipping interests throughout the United States now avail themselves of its facilities.

In No. 1 slip . . . six vessels accommodated.

With the completion of Road No. 26, connecting the Port with Lake Okeechobee by highway, and possibly barge canal, it is confidently expected that this port will become a shipping point for large tonnages, both produced in and consigned to the Lake Okeechobee area.

Water-borne commerce of 1937 for the Port was 994,000 tons. The 1938 tonnage will be in excess of 1,000,000 tons. There is a sound expectancy for a proportionate increase.

Port Everglades is no longer an experiment . . . a theory. It is a fast growing concern with sufficient current business to justify its recognition by national companies with ensuing use of its facilities.

Trans-shipping of Cuban pineapples through Port Everglades. From the middle of April to July . . . 2500 carloads.

Lauderdale · Beach · Hotel

FLORIDA *as you like it!*

ISOLATED, relaxed, soaking up sunshine in a quiet spot far removed from the larger cities—yet just around the corner from all that's going on along this carefree "Gulf Stream Coast."

NEW AND modern hotel, occupying an entire block of ocean frontage along Florida's finest beach. Midway between Miami and Palm Beach. Dress for ocean bathing in your own room . . . no extra charges for beach equipment. Spacious lounges, sun deck, patio, beach walk. Homelike and friendly—ownership management One hundred and fifty large rooms, all with bath, steam heat. American plan, superior cuisine. Smart cocktail room. Ample private parking space.

LAUDERDALE BEACH HOTEL

Arthur H. Ogle, Managing Director

Box 2049 *Fort Lauderdale, Florida*

Restricted Clientele — Open December to April

The sheltered patio — a delightful spot for outdoor lounging.

Overlooking the broad Atlantic . . . this spacious lounge combines comfort and rare artistry.

The COLONY
Delray Beach

FOR THE DISCRIMINATING . . . demanding a quiet Florida vacation, away from the congestion of the larger resort cities . . . THE COLONY at Delray Beach.

Eighteen miles south of Palm Beach and forty-eight miles north of Miami . . . here is a quiet and diversified resort life . . . yet only a short drive to the neighboring gayer centers when you're in the mood.

Spacious lobby, light, airy bedrooms, attractive furnishings and appointments. A distinctive atmosphere of refinement. Perfect cuisine, American Plan, prepared by foreign trained chefs, is in keeping with the unquestioned excellence of this unusually inviting hostelry.

Ownership-Managment
Charles D. Boughton ★ George M. Boughton

The lounge . . . center of the social colony of Delray Beach.

Corner of Roof deck . . . a sun bath in privacy.

Palm studded golf links . . . scene of keen competition, amid incomparable scenery.

City of KEY WEST

Jar out to sea . . . is a city of higher destiny . . . offering you surcease from the turmoil of the modern tempo—Key West —she stands "anew" and welcomes you.

THE CITY THAT CAME BACK . . . yesterday, a "Forgotten City" . . . today, a "Reborn Community" . . . ready to take its deserved place in the sun and foreground of Florida Resort Cities.

SERVED now by a super-highway marvel of modern engineering, Key West, the Island City—is on the "main road" to all points . . . be it Maine or California.

BLESSED with a fine climate, one of the world's greatest fishing grounds, fine recreational facilities, and still better . . . fine people.

HERE we discover another "Williamsburg" . . . a recreated city . . . steeped in traditions. Not designed for he who would dissipate life, but rather for one seeking a haven . . . tranquility, color . . . hospitable surroundings.

ATMOSPHERE . . . both climatic and that which turns back pages to days of yore. Pirate treasure . . . soft chants of slaves in the East wind . . . sailor and soldier whispering "Remember the Maine".

Architecture of the early Pioneers

The Aquarium, containing thousands of colorful fish from tropical waters.

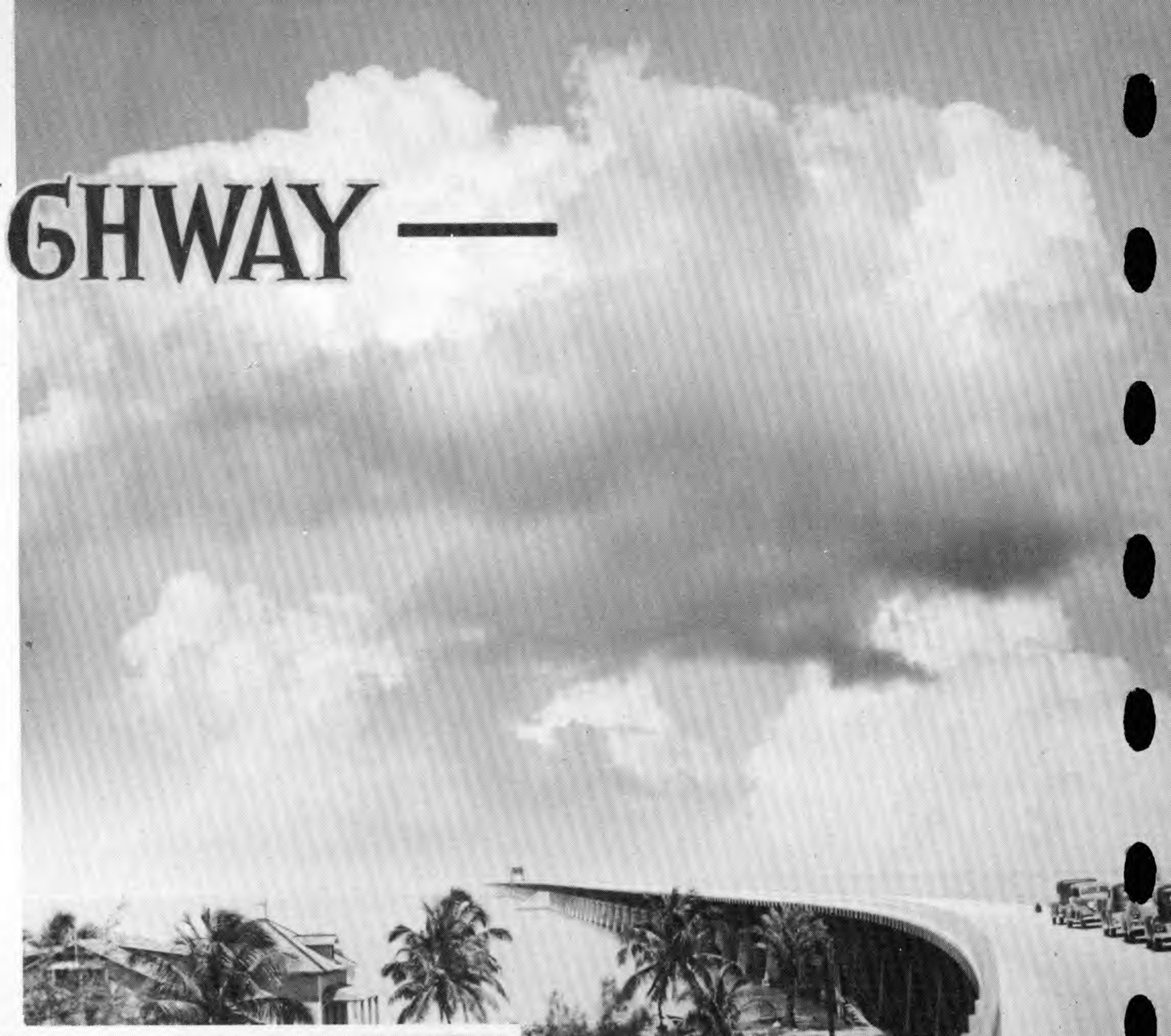
Over the Green and Under the Blue—

Via OVERSEAS HIGHWAY —

FROM northernmost Maine . . . the Mississippi Basin . . . the wide plains of Texas . . . or across the Rockies . . . there are countless roads, all of which gradually center . . . . slowly but surely into one of man's most unique road-building achievements . . . THE OVERSEAS HIGHWAY to the island city of Key West.

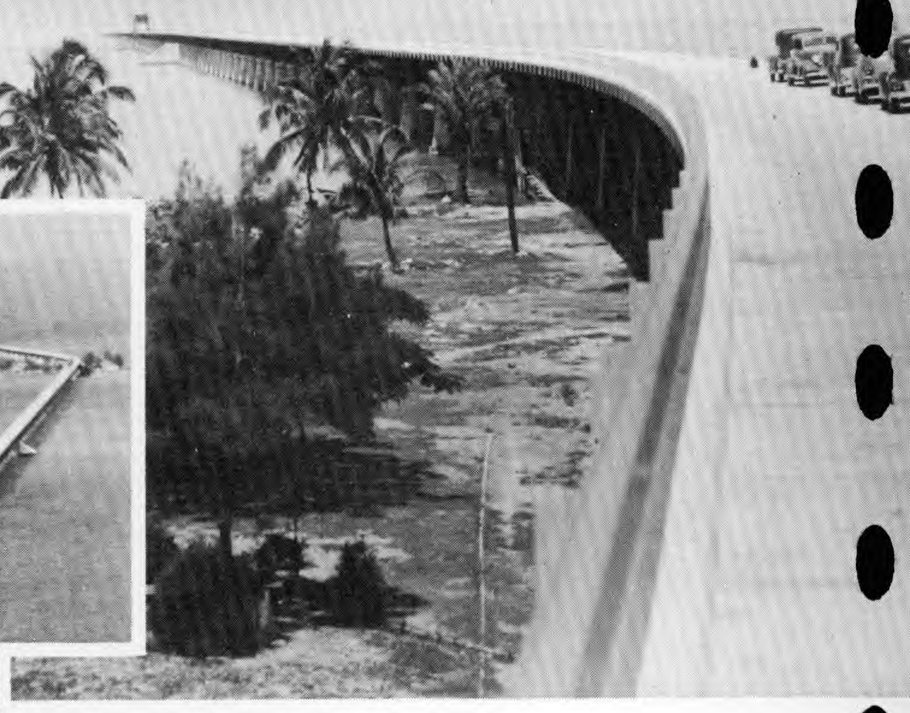
An intriguing trip . . . this new ride to Key West . . . each mile unfolding new tropical vistas as the great boulevard spans the water gaps from Key to Key. New sights . . . new lands . . . fleecy clouds racing across deep blue skies . . . the vari-colored waters of Ocean and Gulf sparkling in a brilliant, mid-day sun, or glimmering under the soft light of a tropical moon and amazing masses of stars. Here is a new lure as . . .

You go "down to sea" in the Land Ship of today . . . your automobile.



SEVEN-MILE BRIDGE—the world's longest. The motorist, fisherman and the lovers of the out-of-doors, too, are offered a new, exhilirating adventure. Skim over wide open spaces, long stretches of water, the Atlantic to one side and the Gulf of Mexico to the other.

Sheer beauty and magnificence in a road —one of the world's outstanding engineering masterpieces . . . constructed on the roadbed and viaducts of the original Flagler railway.



INTEGRAL part of the Overseas Highway . . . a mere dot on the surface of the water . . . in the shadow of a massive viaduct . . . Pigeon Key—smallest inhabited island known . . . ever-present palms fringing the shoreline.

HOTEL LA CONCHA
in Key West

In colorful, exotic Key West, far removed from the bustle and complexity of life on the mainland, a friendly welcome awaits you at the Hotel La Concha.

Prompt, courteous service, comfortable accommodations and excellent meals—including many interesting and unusual native dishes—will add to the pleasure of your visit, whether you spend only a night on your way to Havana, or stay a week or season.

Every room at the La Concha has outside exposure with a magnificent view of the Gulf of Mexico or the Atlantic Ocean. All beds have new innerspring mattresses. You'll find every convenience at this modern hotel, such as spacious lobby and ladies' lounge, sun balcony, attractive, air conditioned dining and cocktail lounge and connecting garage.

Key West's distinctive shops, cafes, the golf course, tennis courts, fishing boats, bathing beaches, riding stables and many of the most interesting sights are near at hand. At Rest Beach, just a few blocks from the hotel, native, palm-thatched cabanas are available to guests of the La Concha without charge.

Plan now to visit Key West during your Florida vacation and while there, make the La Concha your headquarters. The hotel is open the year around and rates are moderate. We suggest that you make reservations in advance.

A friendly, home-like atmosphere prevails in the main lobby of the La Concha.

The La Concha fronts on Duval Street in the heart of Key West.

Main dining room and cocktail lounge where guests enjoy unusual native dishes and drinks.

The Spanish Main is Yours in a Day

"Off to Rio"

Miami International Airport

Pan American Airport at Rio de Janeiro

PAA

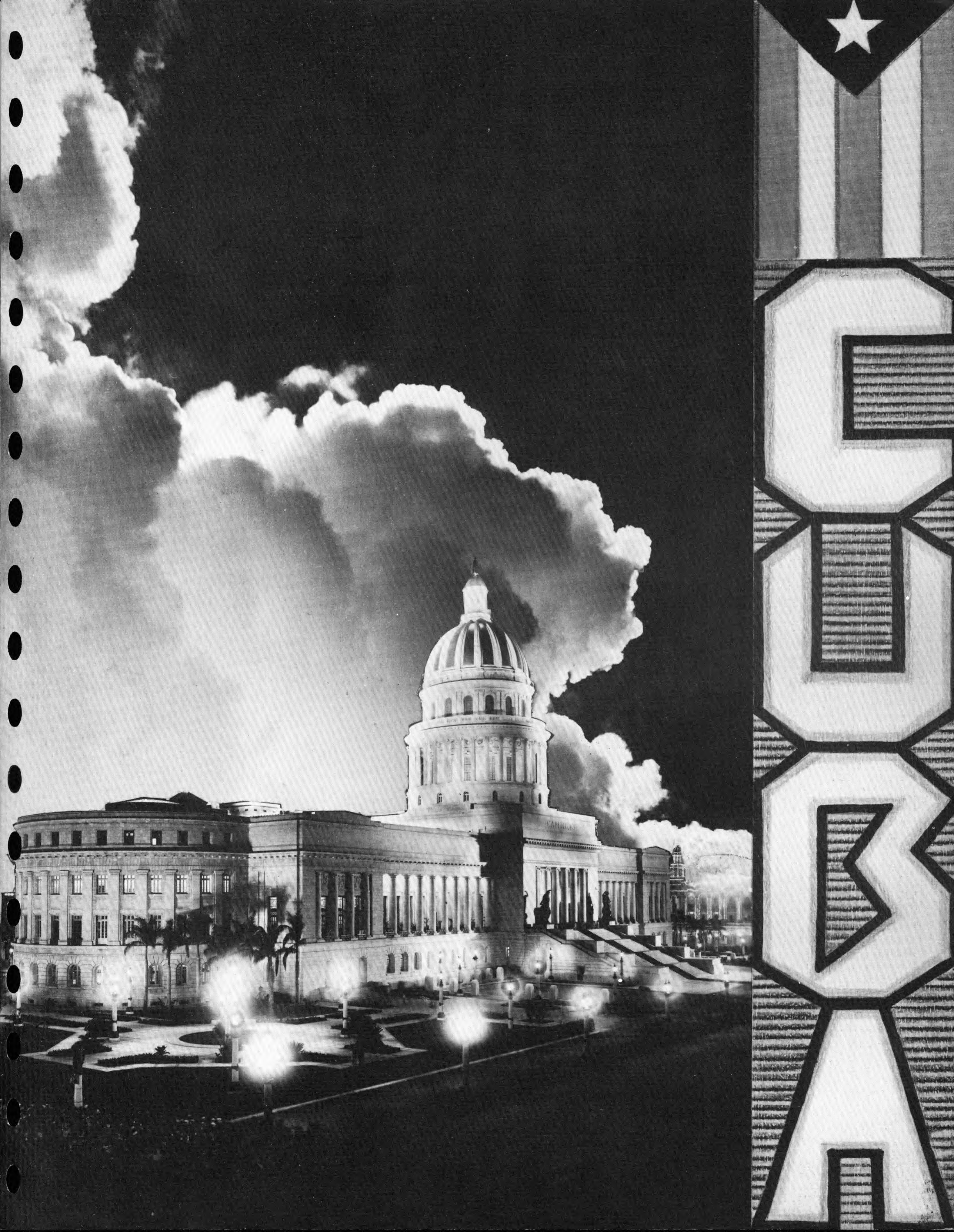
FROM MIAMI—*The famous fleet of Pan American's flying Clipper Ships—each wider than a Pullman car—make Havana or Nassau available in two easy hours.*

¶ The same giant, four-engined flying boats take you along the radio-guarded airways south to Jamaica or Haiti between breakfast and luncheon time. The West Indies to gorgeous Puerto Rico, or the blue Caribbean to Panama, Colombia, Venezuela, is but a day's ride, with full-course, hot meals served on board.

¶ Ravishing Rio herself, "Paris of South America," is only five days away. Around the entire southern continent, with scores of fascinating ports, requires but 11 days' travel time.

¶ Varied all-expense tours, short and long, to the Spanish Main will be explained by your travel agent or by Pan American offices in New York, Miami, Boston, Washington, Chicago, Seattle, San Francisco, Los Angeles, Houston and Brownsville, Texas. Or ask for information at any leading hotel.

Visit the International Pan American Airport in Miami—Air Gateway between the Americas.



Shrine of American Tourists
"The Maine" Monument

"The loveliest land that human eyes have ever seen."

CHRISTOPHER
COLUMBUS
*1492

Cuba, ISLE *of* ENCHANTMENT

sky ever blue, fields ever green, the same light, the same joy of nature the year 'round . . . forever a paradise.

Here, proud ancient Spain left an enduring stamp of race, religion, customs and architecture. Though revering this lineage, the solemnity of that past age contrasts vividly with today . . . modern Cuba!

◆

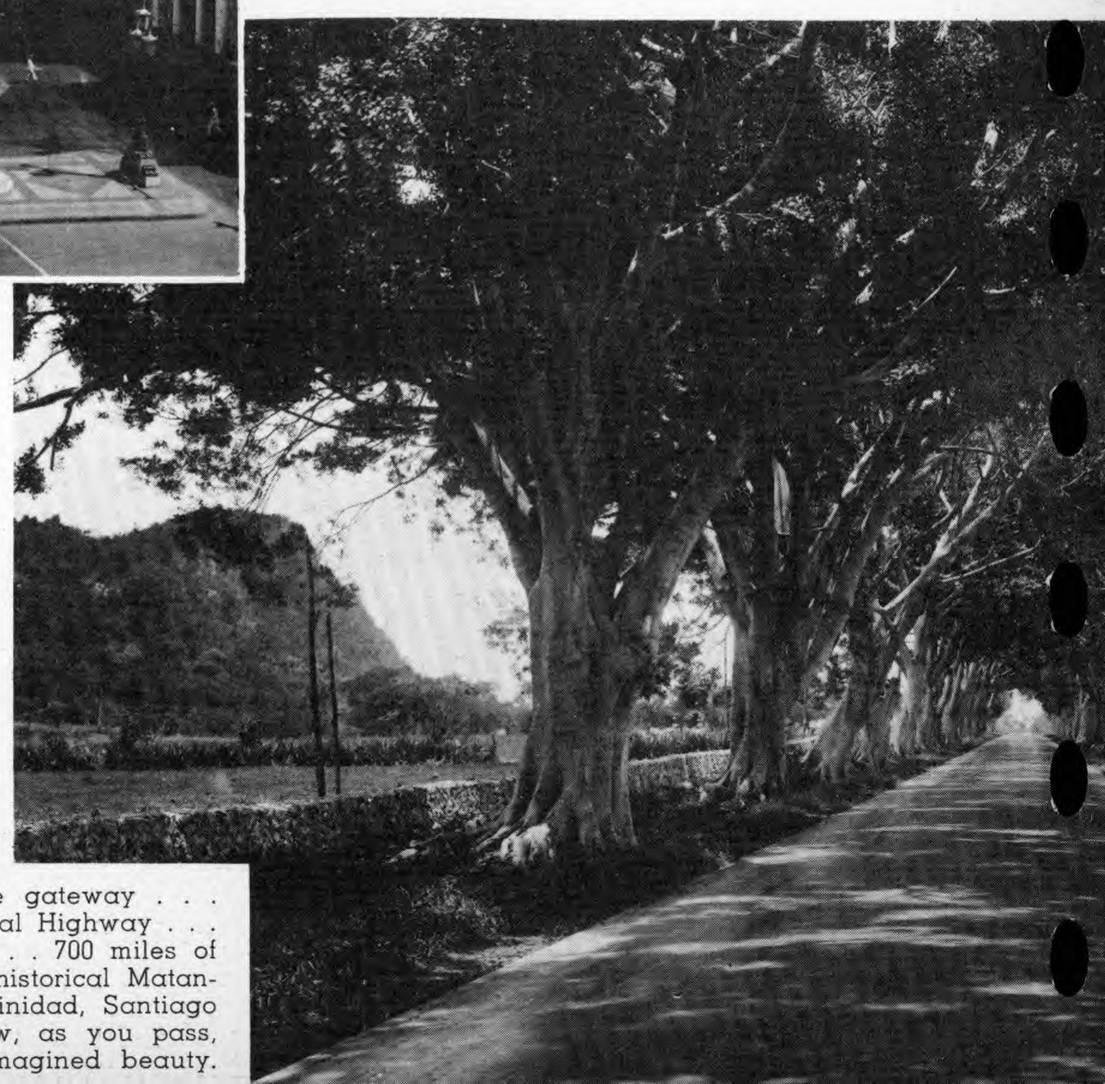
Cuba's countryside is a revelation of luxurious tropic scenery and charm. You might search the two hemispheres in vain for a country of greater natural beauty. Vast acreages are devoted to sugar, ruler of Cuban agriculture. Her tropical fruits and coffee also command large markets. Uniquely superior are her fine tobaccos, used in manufacturing the world's standard . . . Havana cigars.

◆

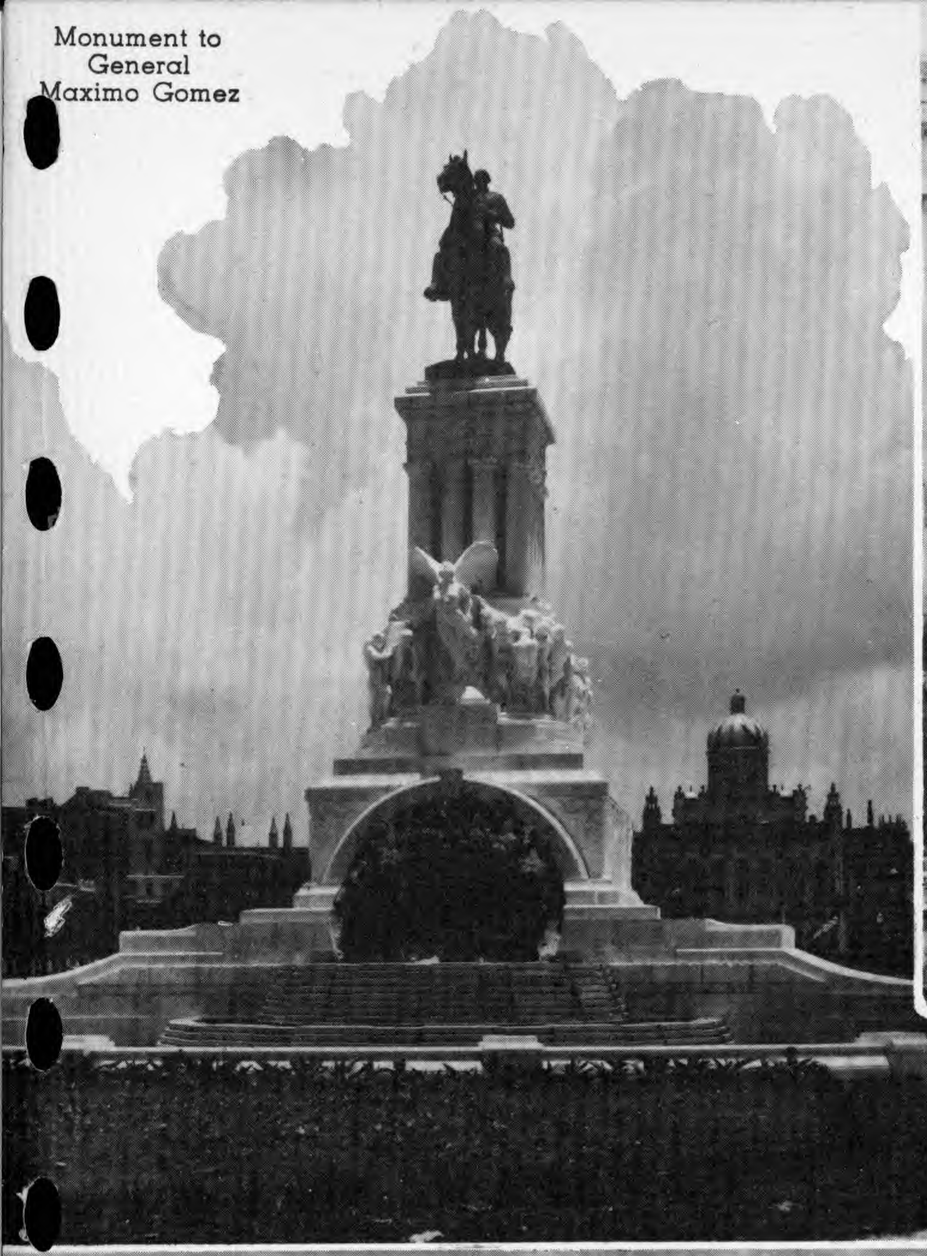
You seek a foreign atmosphere? Here, it is at your elbow. Realize your dreams . . . this land where the sun shines with the radiance of Spring. Plan to come to this garden of the tropics . . . country of exotic attractions . . . CUBA . . . vivid expression of nature and . . . the arts of man.

The Prado . . . "Street of Progress" . . . modern skyscrapers . . . famous hostelries . . . glittering cafes . . . magnificent public buildings.

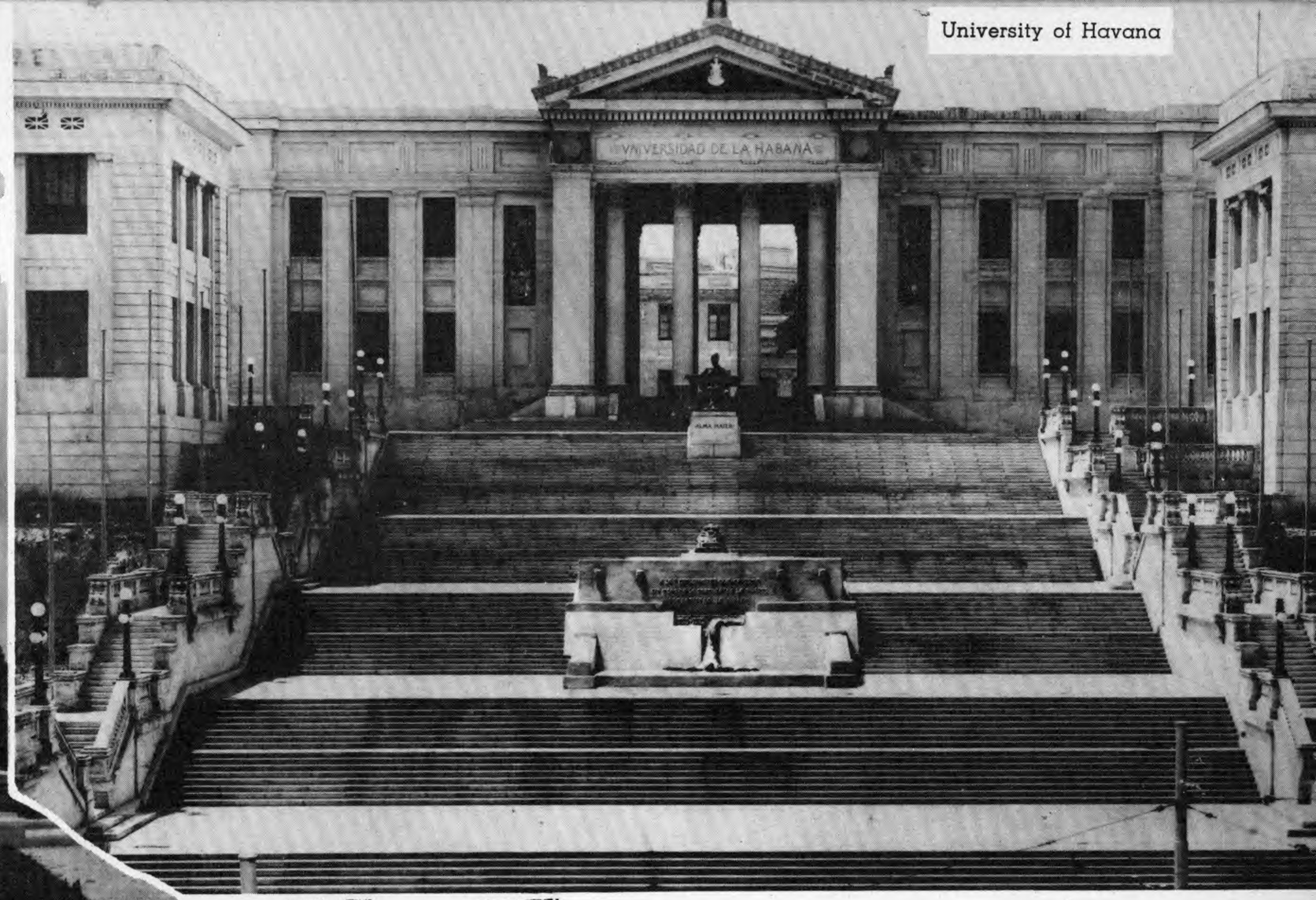
Salon de Los Pasos Perdidos . . . Corridor in Cuba's majestic Capitol.



Havana is but the gateway . . . Motor on the Central Highway . . . Really see Cuba . . . 700 miles of perfect road. See historical Matanzas, Camaguey, Trinidad, Santiago de Cuba, and view, as you pass, landscapes of unimagined beauty.



Monument to General Maximo Gomez



University of Havana

Columbus Cathedral . . . dignified and impressive . . . hallowed by years. The bones of Christopher Columbus reposed here for a century.

Havana

Paris of America . . . charmed gateway to the Island and her Provinces.

Though steeped in Old World atmosphere and zealously guarding her historical treasures, Havana is modern to her fingertips. Every amusement to attract the pleasure-seeker . . . Bathing Beaches, Clubs, Casinos, Race Tracks, Golf . . . ALL SPORTS! Bright Cafes, Night Clubs, etc. back of it all . . . a romantic age! Romance, our day has lost.

◆

HAVANA, under a dazzling blue sky . . . fanned by constant breezes . . . hours of ineffable peace . . . all beautiful and different . . . an environment of exotic color . . . a FOREIGN adventure, just a few hours from the United States.

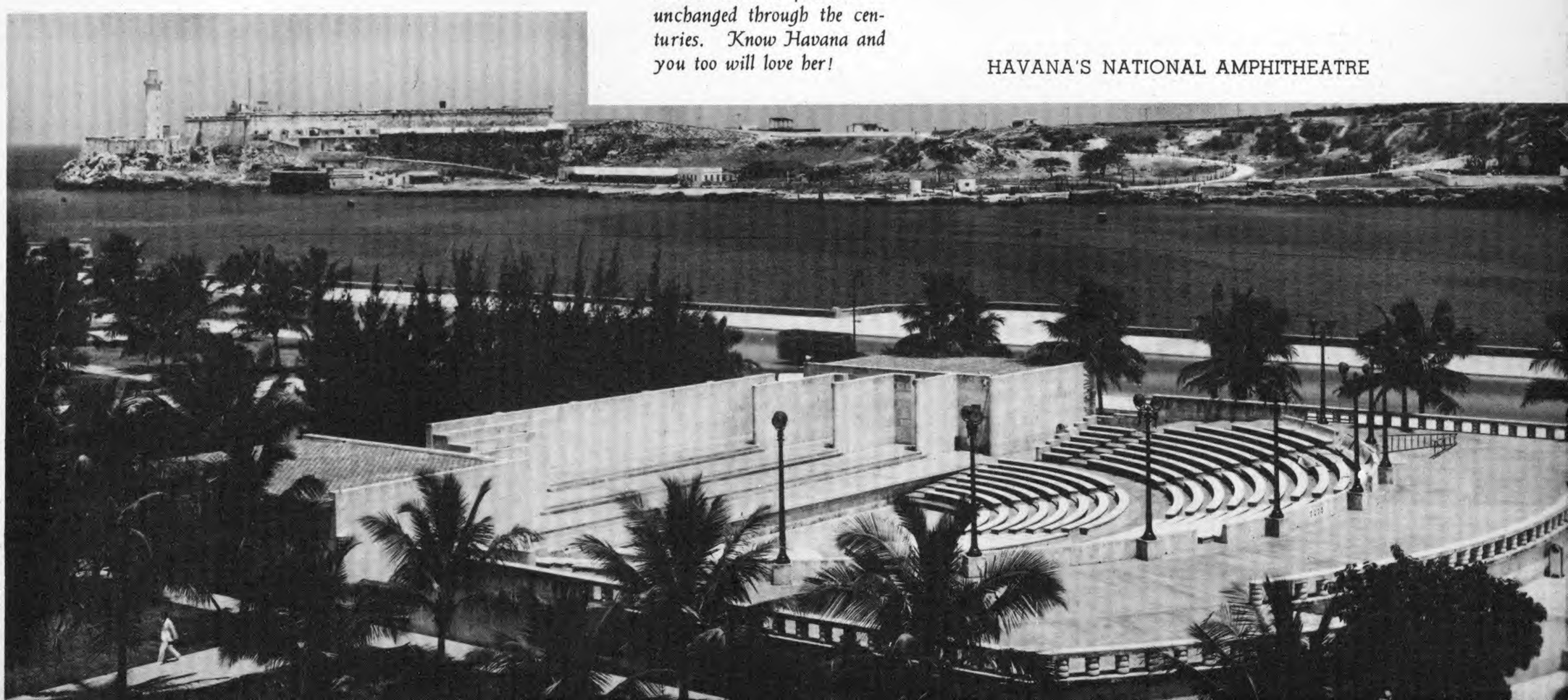
◆

Open a parenthesis in life's prosaic reality . . . fill it with poetic adventure garnered from a trip to this romantic land!

It has been said . . . "to know a friend, you must reach his heart".

◆

Penetrate the heart . . . the old Colonial quarters . . . unchanged through the centuries. Know Havana and you too will love her!



HAVANA'S NATIONAL AMPHITHEATRE

In Havana, Cuba . . .

Facing Prado Blvd. &

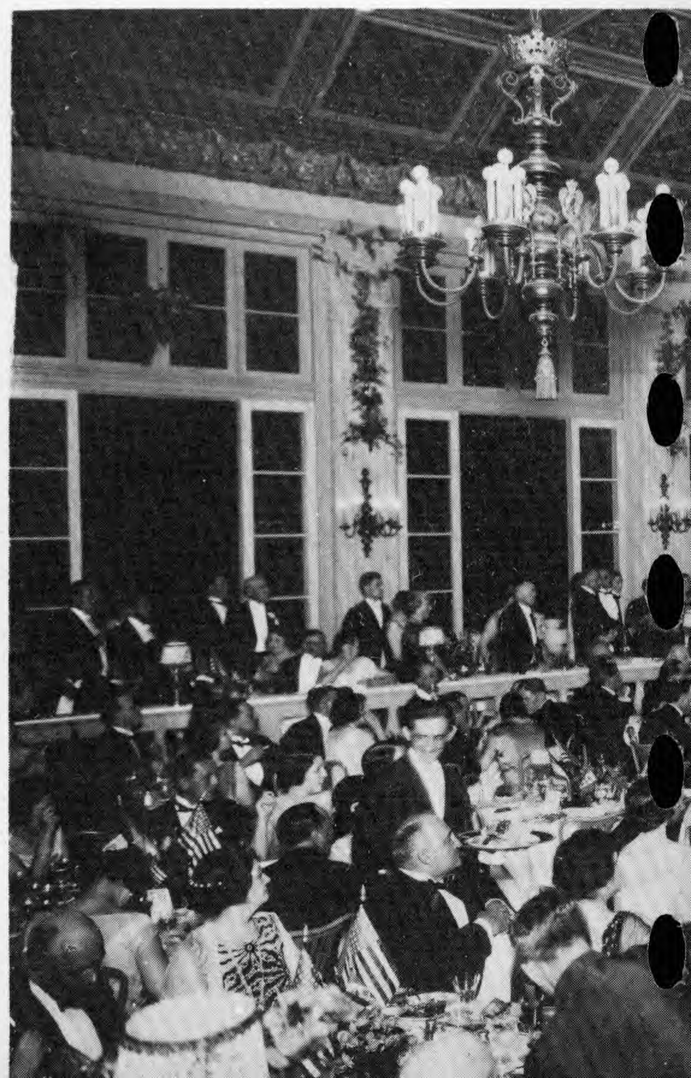
Gay Havana!
. . . Paris of the Caribbean . . . and the most famous hotel in the West Indies as your host, the Sevilla Biltmore!

In the heart of downtown Havana . . . facing the renowned Prado and the handsome Presidential Palace . . . the **Sevilla Biltmore** has the location advantage of being in the center of the capital's gay activities . . . easily accessible to all downtown amusements—jai alai frontons, theatres, shops and clubs — thus saving guests considerable expense in local transportation.

The National Casino

. . . a place of beauty is a joy . . . The Patio . . . an architectural gem.

Spacious . . .
Modern . . .
Comfortable . . .



The SEVILLA BILTMORE

the Presidential Palace

Favorite Hostelry
of Distinguished
Travelers . . .

■

Victor Batista
Managing Director

Cocktail hour at the Sevilla—in the famous Andalusian Patio—is a brilliant occasion . . . and in the Sevilla roof garden are held many fashionable dinner parties, as preludes to evenings of Havana gaiety. Center of smart social life . . . keyed to luxury and personal comfort . . . the **Sevilla Biltmore** is the favorite gathering place of discriminating cosmopolites . . . because here their most exacting tastes are gratified . . . from a perfect Daiquiri to a mellow Havana cigar, with an epicurean dinner between . . . a jaunt to the Havana-Biltmore Club, the Casino, race track . . . or a trip through the countryside . . . all arranged promptly, efficiently, courteously.

Since the *Sevilla Biltmore* is open the entire year, it can always maintain a sensible level in its rates.

See your travel agent . . . or communicate with hotel direct.

Cable address: "SEVILLA"
Havana, Cuba

Atop the *Sevilla Biltmore* . . . approved by the international smart set . . . the highest type of "different" entertainment provided for your pleasure.

PERSONAL SERVICE. Advise us of your coming to Havana . . . The Sevilla Biltmore's Personal Service Bureau will attend to your needs . . . help you through the customs, provide transportation and attend to your luggage. Anything you wish arranged. This Personal Service Bureau was created to fulfill your every wish. Our entire staff speaks English.

MOTEL PRESIDENTE

HAVANA

FOR DISTINGUISHED SERVICE TO THE TOURIST . . . IN THE HEART OF A FOREIGN CITY . . . THE PRESIDENTE!

You will sense the atmosphere of hospitality, of quiet, helpful efficiency, the moment you enter this thoroughly American hotel.

Situated in the most beautiful section of Havana, overlooking Malecon Drive and the Gulf of Mexico. On the Boulevard to the race track, bathing beaches, yacht and country clubs.

Famous for its three restaurants: the Tropical Garden . . . Terrace . . . and the Roof. Unsurpassed cuisine . . . fine wines . . . good living!

All are outside rooms at the Hotel Presidente and each has private bath.

Advance reservations assure our representative meeting you on arrival.

- *Rates upon application*
- *Havana Cable Address—* "TELPRESDEN"
- *European and American Plan*

HOTEL PRESIDENTE

FREDERICK J. KESSLER, *Managing Director*

Portion of Tropical Garden . . . one of the three famous Restaurants . . . where the elite of Havana gather for Tea Dances!

·HOTEL·
LINCOLN
Havana, Cuba

In the heart of charming . . . exciting Havana . . . "CITY OF ENCHANTMENT" . . . Capital of Cuba. The fascination of old Spain, the gaiety of Paris and the progressiveness of the New World.

To your liking . . . Golf, Bathing, Tennis, Fishing, Jai-Alai, Horse Racing. Beautiful drives . . . historical buildings . . . and incomparable Night Life all to intrigue your every fancy.

Rural Cuba . . . motoring through the interior . . . Sugar Mill operations . . . The Cuban "Guajira" or farmer . . . Old World rural atmosphere . . . in an Island country . . . Land of Eternal Spring and sunshine.

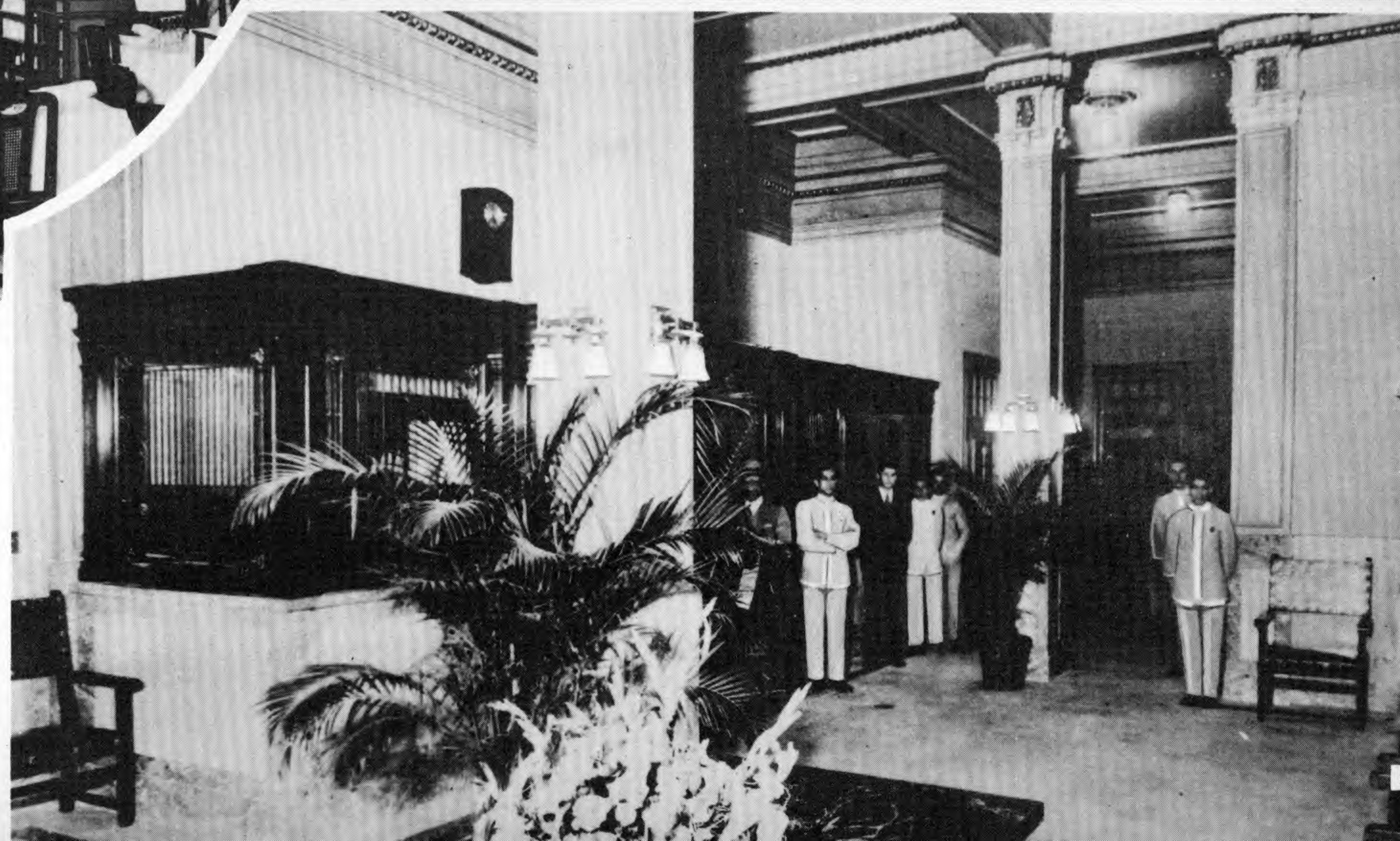
Ultra modern appointment in a typical foreign setting. Walking distance to Central Park . . . The Prado . . . The Malecon (Gulf of Mexico Drive) . . . Capitol Building, Shops, Theatres. All rooms with private baths . . . the majority overlooking Gulf of Mexico.

LINCOLN HOTEL
Havana, Cuba

Cable: "LINCOLNTEL"

Enjoy a typical Cuban dish Arroz Con Pollo . . . Spanish, French, and American cuisine in the popular Lincoln dining room.

■



A corner of the Lincoln's spacious lobby.

PLAZA HOTEL

HAVANA • CUBA •

REGAL IN ATMOSPHERE . . .
YOURS TO COMMAND as you would please . . . THE PLAZA . . . Havana's most reasonable, fine hotel.

Facing Central Park and Prado Boulevard . . . shops, theatres, clubs nearby . . .The Plaza veritably is the axis of the daily movement and life in Havana. Convenience, courteous attention, service . . . assurance of these important factors have resulted in an ever increasing popularity.

Every modern convenience in 300 guest rooms . . . priced to fit the individual needs. Exquisite cuisine whether it be on the Sevillan Terrace . . . The Rainbow Dining Room or in your own room. Entertainment . . . music . . . rendezvous of the elite . . . The Plaza was designed for your pleasure or comfort . . . as the mood might be.

For guests' convenience . . . our representatives meet all planes and steamers. They will assist you through the Customs and provide a conveyance to the hotel, therefore . . . we suggest a reservation. Write or cable

HOTEL PLAZA

Luciano La Torre
Adolph Valdes
Joint Managers

HAVANA . . CUBA

Entrance to **The Plaza** . . . marble corridors, wide stairways, lofty ceilings. A favorite hostelry of Americans . . . central to everything.

Comfortable bedrooms, complete and modern in every detail.

Dine and dance on the Plaza Roof . . . under starry Cuban Skies

Plaza Bar . . . cocktails for the connoisseur.

Palm Beach

THE GOLDEN COAST of Florida. Here in Palm Beach is a traditional charm, an indescribable beauty and a tasteful luxury of living. A fitting caption would be "The Winter Capital of the Social World."

A sportsman's Paradise . . . ten golf courses, tennis, polo, swimming pools or surf . . . protected waterways for yachting, cruising and racing . . . deep sea, pier and fresh water fishing or . . . a short drive to featured sports of nearby cities.

Magnificent hotels and apartments, exclusive clubs, splendid estates, imposing private mansions and lovely homes of modest type. These, together with fine schools, and churches, surrounded by Nature's endowment of a luxurious tropical setting . . . give you Palm Beach.

Write the Palm Beach Chamber of Commerce
for complete information.

Mermaid's Fountain and Pool. Typical of the ever-present beauty of Palm Beach.

Symmetrical rows of dark green trees, Wells Road, Palm Beach.

PALM BEACH

Established to provide educational facilities for children who spend their winters at Palm Beach . . . the Palm Beach Private School is, in reality, a non-sectarian preparatory school . . . providing a day school for both boys and girls.

●

Housed in a modern building . . . this school not only offers the best in equipment but also the latest in educational methods. The curriculum conforms with the highest standards and the faculty is outstanding.

●

Patrons, whose children attend, comprise the business, professional and social leaders of the Nation. This school of unusual and deserving merit invites your correspondence.

Mr. Alfred G. Kay
President
Palm Beach Private School

V·I·N·E·T·A *hotel*

Australian Avenue

PALM BEACH, FLA.

AUSTRALIAN AVENUE and Coconut Row . . . in the heart of Palm Beach is the attractive location of the Vineta Hotel, a beautifully appointed and artistically furnished modern hostelry.

In close proximity to all activities . . . the matchless Beach—golf courses and clubs . . . with its own tropical gardens in this land of palms . . . thus provision has been made for that desired restfulness.

In the spacious, beautifully furnished, dining room, the cuisine and service are of the best. Thus a favorite dining place for a discriminating clientele of guests and visitors to Palm Beach has been established.

The combined lobby and card room—is the scene of many social activities throughout the season. Light, attractive guest rooms and a homelike atmosphere. These, with the finest in management, have always distinguished this popular hotel.

Season: December to April
Chester A. Wescott, Manager
Summer Season: Malvern Hotel
Bar Harbor, Maine

■

Dining in an environment of beauty . . . Everchanging scenes through the windows.

The perfect setting for rest and relaxation.

In Palm Beach

Cloistered . . . luxuriantly landscaped patio . . . flower-banked central fountain.

Bamboo Dining Room . . . delectable food coupled with perfect service . . . an irresistible appeal.

Truly Old Spain . . . reproduced in perfect detail . . . gorgeously beautiful.

Brazilian Court Hotel

A Veritable Corner of Old Spain in Staid Palm Beach

COLOR . . . CHARM.

At times mere words seem inadequate, for none can describe beauty that is ever-changing and charm that is elusive . . . perhaps it comes from its associations and careful management.

¶ *Close to ocean and lake in a quiet, residential area . . . accessible to all clubs and shops . . . this unique hostelry is a welcome surprise to one as they leave the bustle of everyday life and enter this "old world" confined within quiet cloisters and luxuriant patios.*

¶ *The bamboo room, cocktail lounge, patios . . . each have their individual part in the ensemble. Rooms, one hundred eighty in number, single or en suite, combined with an unobtrusive perfection of service . . . tend to assure the guest the finest in appointments. The attentive management is renowned for its ever cordial welcome shown guests.*

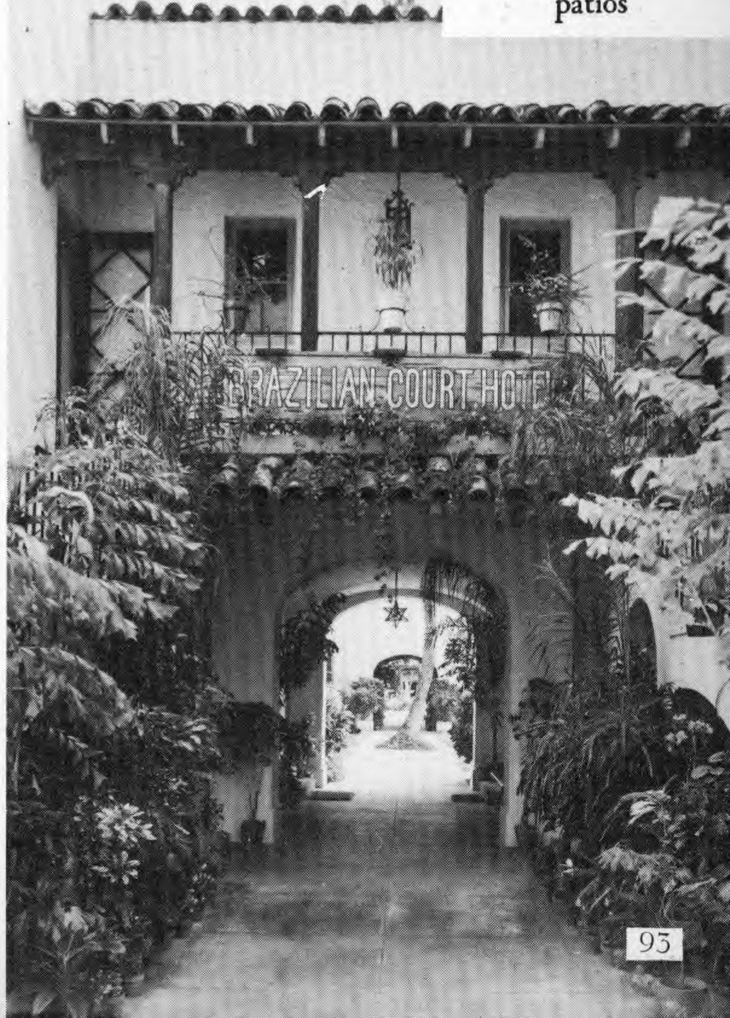
Reservations Requested
The BRAZILIAN COURT Hotel
Open from November 15th to May 1st

Affiliated with
Seven Ponds Inn
of Southampton, L. I.

Both under
the personal direction of
ELLIOTT F. BISHOP

iew in the cloister

Passageway between patios



Hotel SEAGLADES

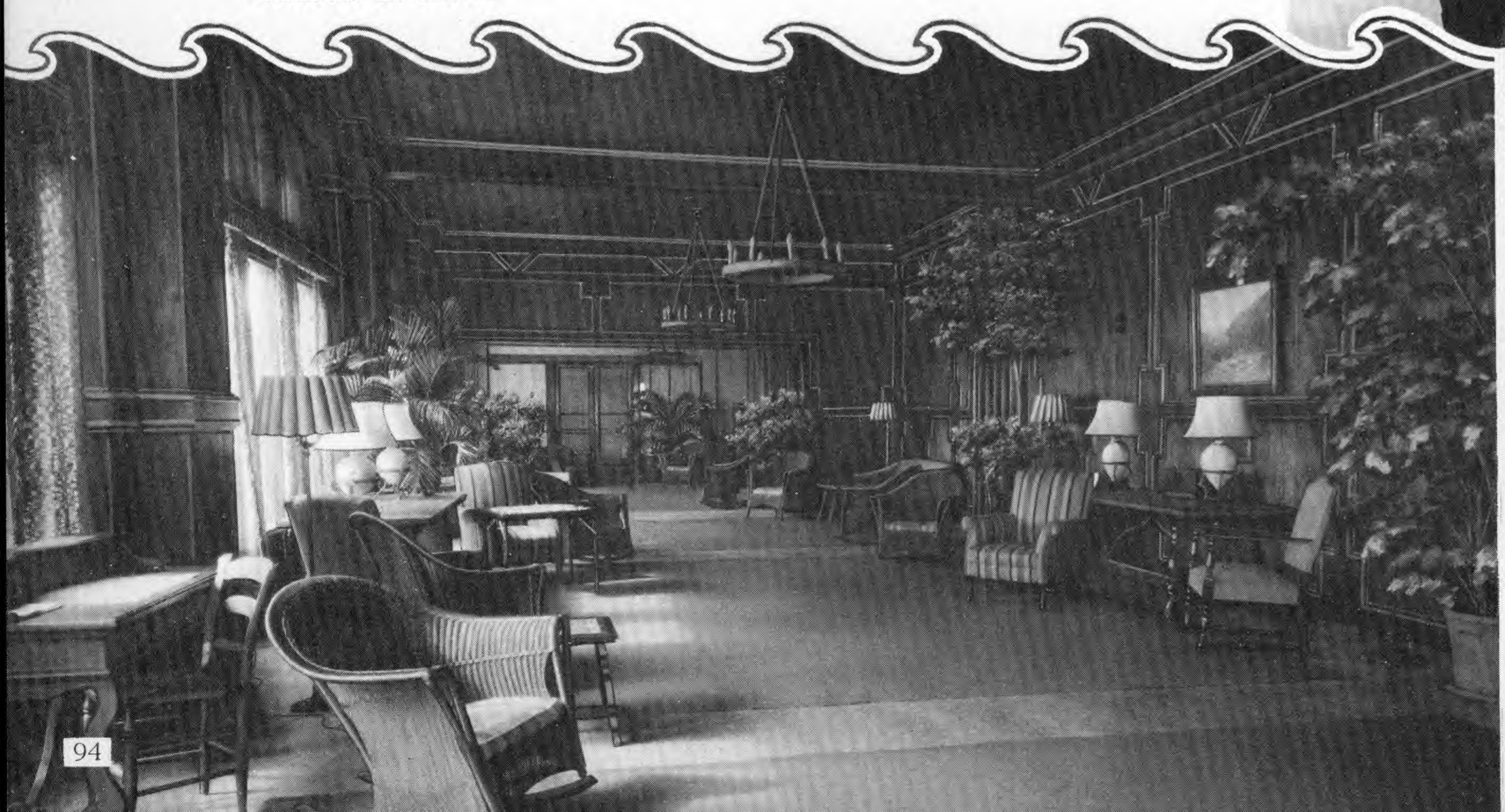
On the OCEAN . . . Palm Beach

On the ocean front—just a step to the surf—The Seaglades . . . famous for genial hospitality and matchless cuisine.

¶ Attractively appointed . . . beautiful spacious lounge . . . delightful patio, rich in a tropical setting . . . a cool, shimmering pool, balconies overlooking the ocean and the terrace restaurant . . . glass enclosed.

¶ The Seaglades, a modern hostelry, in the heart of smart Palm Beach shops . . . provides in an attractive setting, every comfort. An enviable reputation has been established for the finest in foods. It has become a favorite center of social life in Palm Beach for guest and resident alike.

HOTEL SEAGLADES
Under the Management of
William G. Havill



Beaches, Rivers and Lakes . . . for Sports Lovers

The lounge is like a huge sunroom —overlooking beach and ocean . . . a symbol of comfort and leisure.

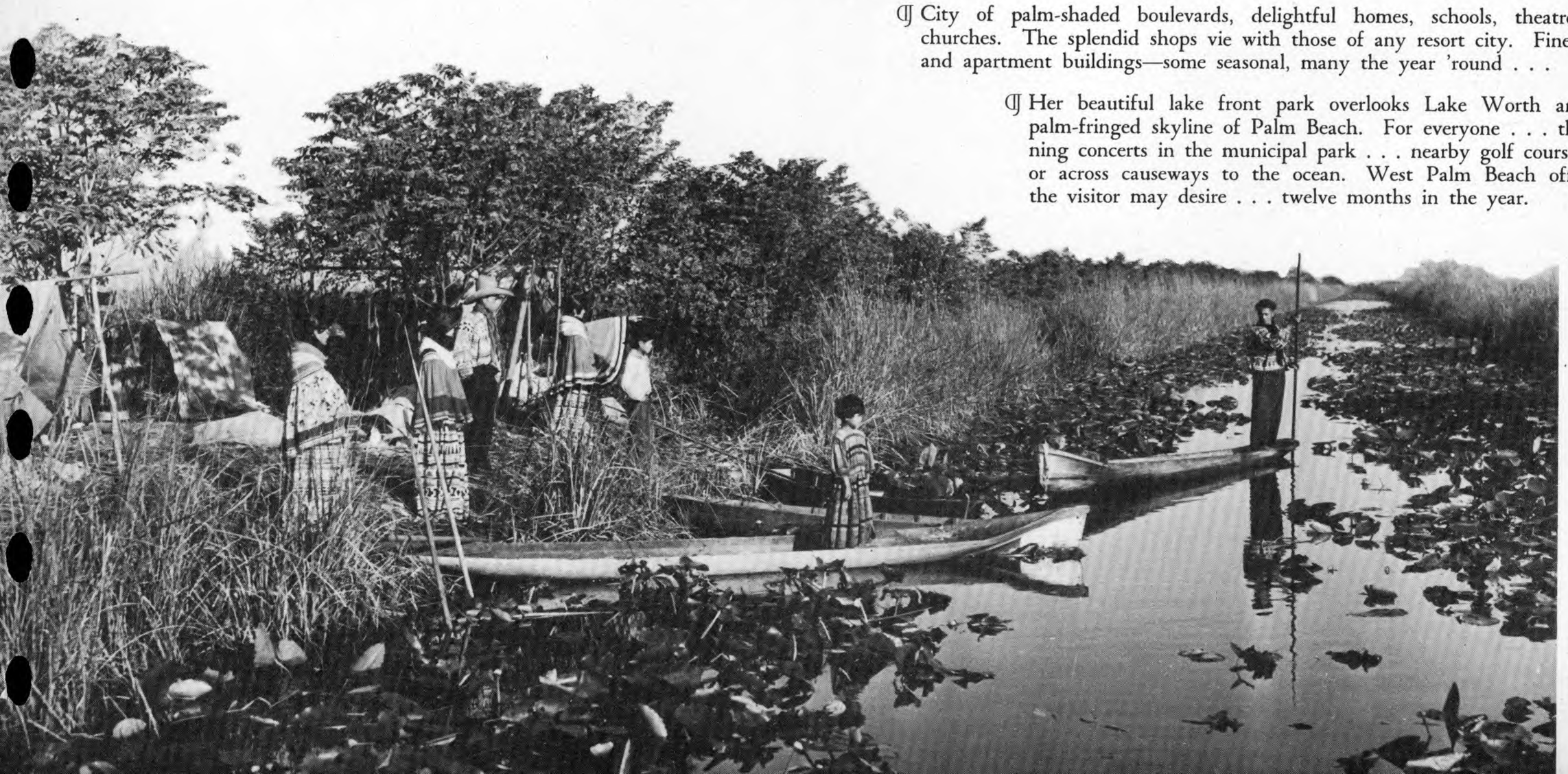
The City of

West Palm Beach = = =

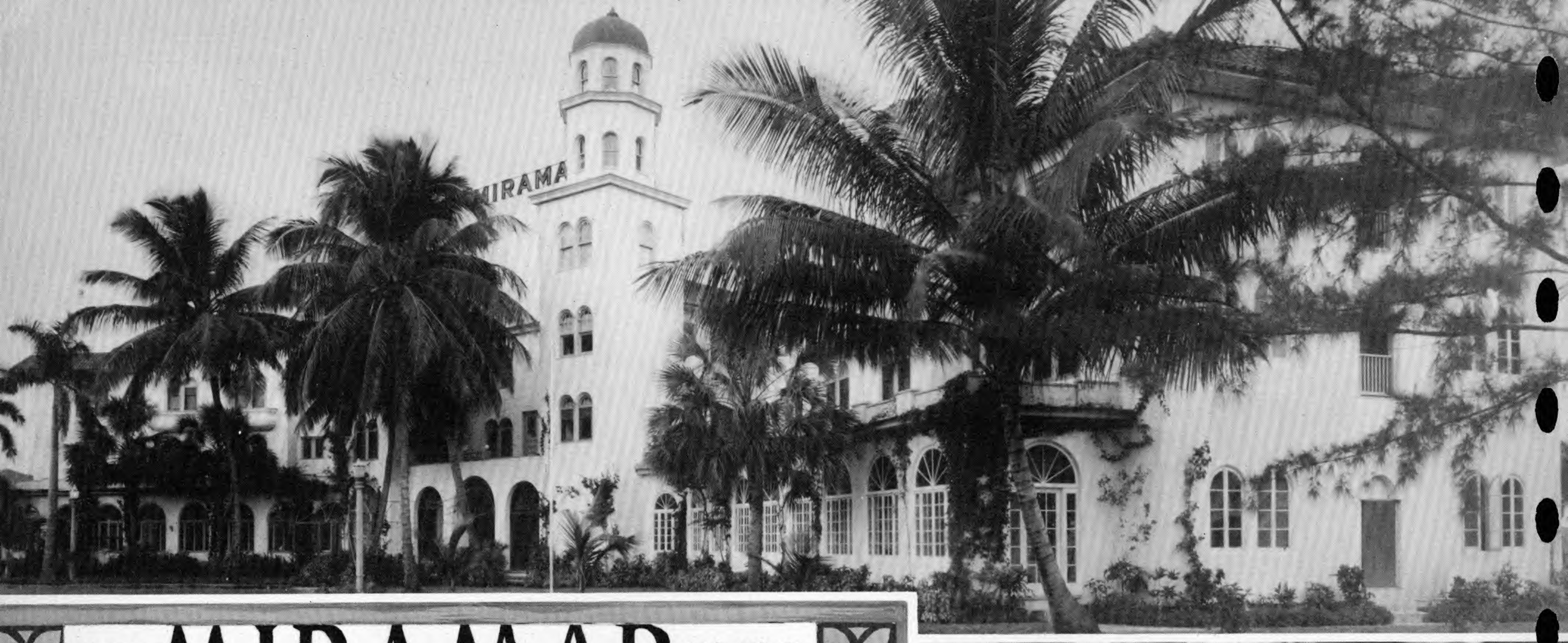
Sister City of Palm Beach . . . on the western shore of beautiful Lake Worth.

¶ City of palm-shaded boulevards, delightful homes, schools, theatres and churches. The splendid shops vie with those of any resort city. Fine hotels and apartment buildings—some seasonal, many the year 'round . . .

¶ Her beautiful lake front park overlooks Lake Worth and the palm-fringed skyline of Palm Beach. For everyone . . . the evening concerts in the municipal park . . . nearby golf courses . . . or across causeways to the ocean. West Palm Beach offers all the visitor may desire . . . twelve months in the year.



The Seminole Indians—true to their traditions — the one unconquered tribe . . . at home in the Everglades.



THE MIRAMAR INN

▫ WEST PALM BEACH ▫

SET AMONG PALMS on the shores of Lake Worth with a private sun beach on the Lake and private free auto transportation to Palm Beach for surf bathers.

■

Enjoy all the gaiety and uniqueness of incomparable Palm Beach, but quietly and economically . . . in an atmosphere of geniality, comfort and privacy. Incidentally, you are but a few minutes to shopping and amusement centers.

■

One hundred modern rooms and baths . . . perfect appointments . . . an excellent cuisine, together with a highly personalized service, has combined to bring annually to the Miramar an increasingly enthusiastic clientele.

For Reservations Write
MIRAMAR INN, West Palm Beach
J. Stanley Smith, Managing Director

Who Also Owns and Operates
ALBEMARLE HALL
Virginia Beach, Virginia

The patio - a velvety lawn - graceful palms. Bright colored flowers and shrubbery.

■

Fine surf bathing . . . beach sports under direction of John B. Smith.

GEORGE WASHINGTON *Hotel*

The lobby which assures you a welcome always . . . Good fellowship . . . and the place for it.

Largest on the • Lake Front • West Palm Beach

•

• A Kloeppel Hotel •

On the shores of Lake Worth and overlooking the broad Atlantic stands another Kloeppel hotel . . . THE GEORGE WASHINGTON *. . . distingushed as the name.*

In the heart of the "Playground of America" *all sports and recreation are at your command . . . golf, salt and fresh water fishing, swimming, tennis, dancing, boating . . . winter or summer. The George Washington is open the year 'round.*

For an afternoon cocktail hour seek the deck porch, overlooking beautiful Lake Worth, and for the dinner hour . . . the main dining room excels in both food and service. The public rooms are the center of delightful musical programs, card parties and entertainment. An incomparable and delightful environment is maintained throughout.

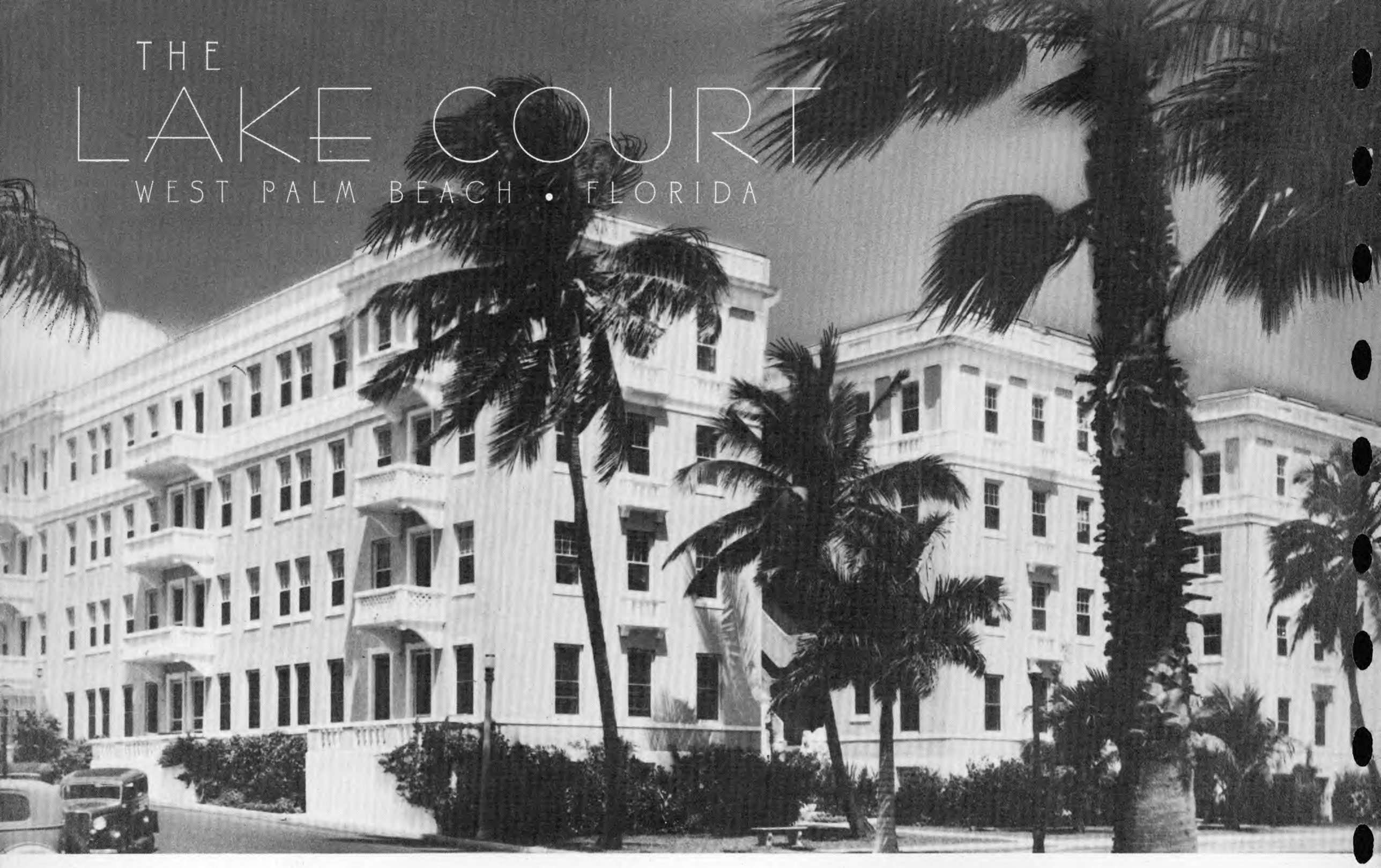
•

B. J. Jaeckel, *Manager*
HOTEL GEORGE WASHINGTON

Associated with---George Washington & Mayflower Hotels, Jacksonville

THE LAKE COURT

WEST PALM BEACH • FLORIDA



ARISTOCRAT of West Palm Beach hotel apartments, overlooking Flagler Park and beautiful Lake Worth.

Operated as a hotel on either American or European plan, The Lake Court also offers completely equipped apartments. Strategically located, being opposite the Post Office and only two blocks from the shopping center. Convenient to churches and theatres . . . only a few minutes across Lake Worth to surf bathing.

Lake Court offers its guests the ultimate in comfort and convenience in its own solarium . . . a sky lounge, where bridge parties and dancing are the vogue . . . beautiful patios. The dining room, overlooking patio and lake, is famed for good food. Here is a complete hostelry that takes its place among the South Florida's finest.

LAKE COURT APARTMENT HOTEL
Ira S. Dunkle, Manager
West Palm Beach, Florida

Hotel Royal Worth *West Palm Beach*

*

THERE is something really distinctive about the ROYAL WORTH beside being *the largest hotel in West Palm Beach* . . . it is because of the association in the Collier System. A complete hotel, attracting all as it towers above the shores of beautiful Lake Worth.

Half hidden in palms that fringe the lake shore. Wide verandas . . . constantly thronged with guests. *A fascinating view across the lake to Palm Beach.* Ever-changing colors of water by day . . . gorgeous Florida skies moonlit by night.

Daily, guests go from the Royal Worth for a plunge in the surf. There is deep sea fishing, golf, tennis and motor trips through this luxuriant, tropical area. Always . . . glorious eternal sunshine.

Luxurious furnishings throughout . . . excellent cuisine, courteous service. A *combination that has created a perfect atmosphere* for this outstanding, dignified and friendly hostelry

HOTEL ROYAL WORTH
On the Shores of Lake Worth
West Palm Beach
Kenneth Arnold, Manager

●

One of the most distinguished of the Collier Florida Coast Hotels, "Hosts of the Florida Coasts"

All day and late into the night . . . guests drink deep of tonic breezes and Nature's beauty.

Palm-lined shores as far as the eye can see.

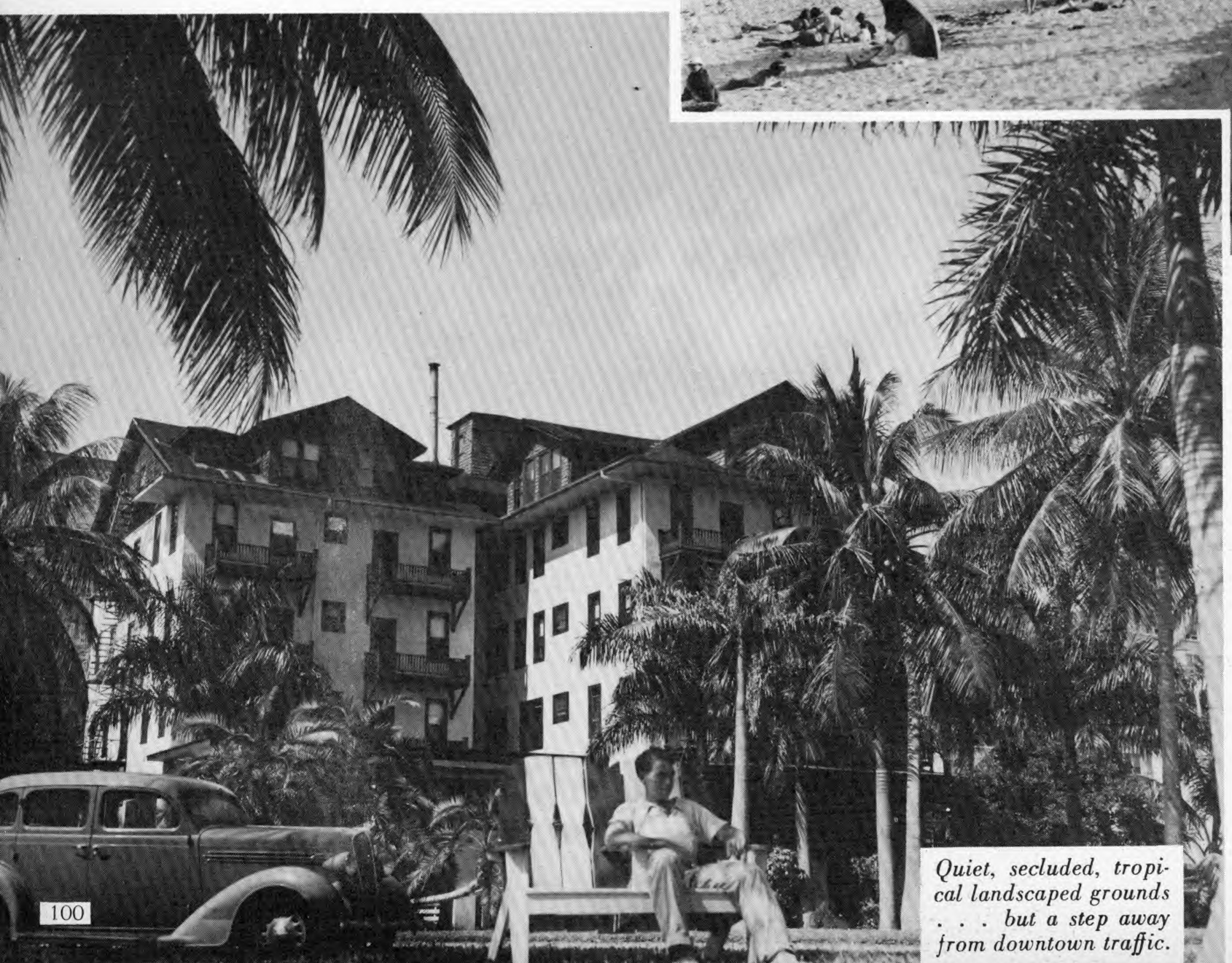
Hotel

SALT AIR

West • *Palm* • *Beach*

JOHN L. PRESCOTT Manager

Easily accessible to famous Palm Beach and surf bathing.



Quiet, secluded, tropical landscaped grounds . . . but a step away from downtown traffic.

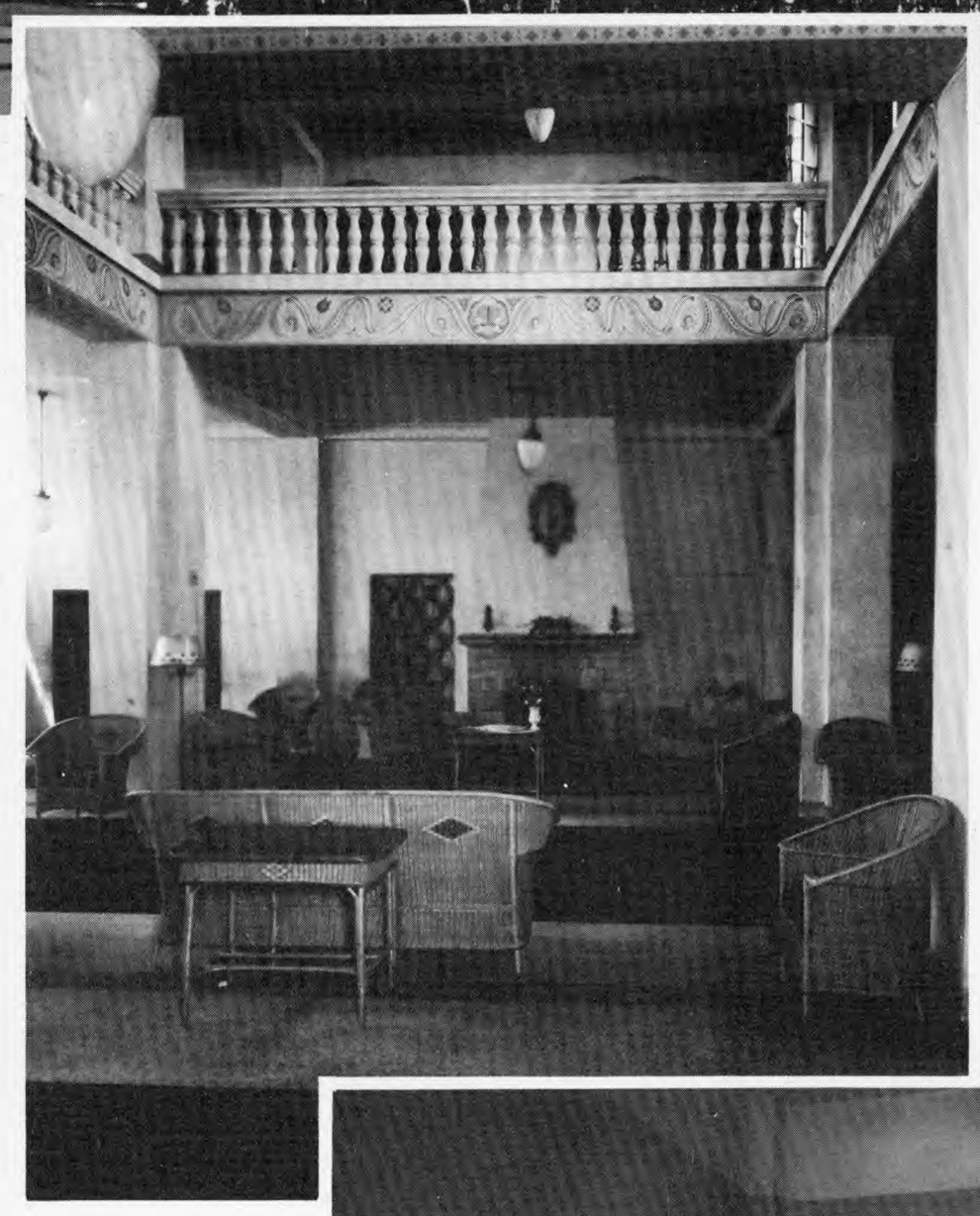
FACING beautiful Lake Worth and the city park . . . THE SALT AIR enjoys an attractive, as well as advantageous, location.

The shopping, theatre and business districts of West Palm Beach are but a block away. However, even with this convenience, this inviting resort hotel is removed from all downtown noise.

The majority of the rooms have a private balcony and all large rooms have a balcony and private bath. In our dining room, which overlooks the lake, tastefully prepared food, properly served, is available at exceptionally low prices.

A reputation of service, cleanliness and hospitality has long been established by the management. Our rate schedule is very moderate. Reservations may be made for overnight or season stays, as you may desire.

SALT AIR HOTEL
On the Lake Front at Datura St.



GULF STREAM HOTEL

. . . . . LAKE WORTH . FLORIDA

ENRICHED BY NATURE . . . a tropical garden spot for seekers of beauty . . . relaxation . . . mental and physical comfort.

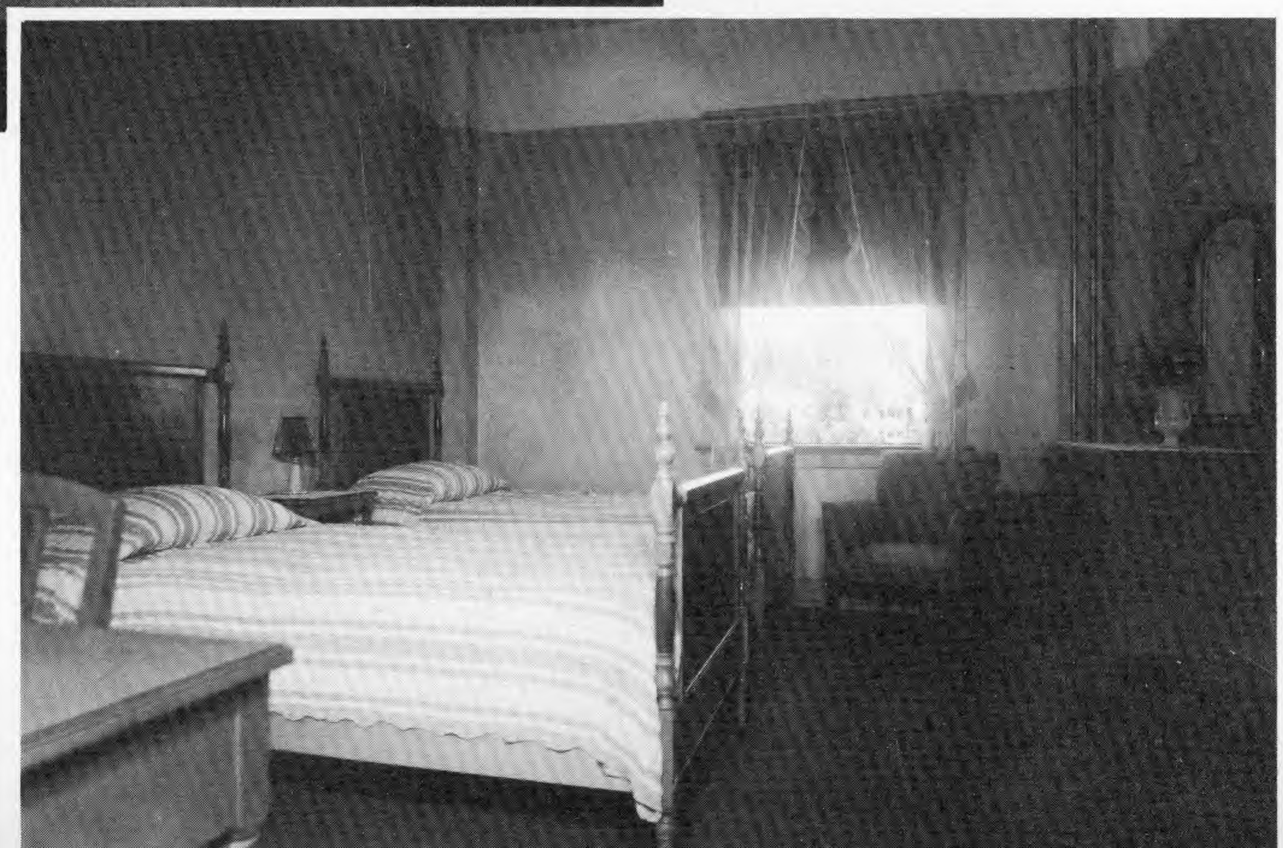
On the western shore of Lake Worth . . . a short distance south of Palm Beach . . . stands the GULF STREAM, most modern and largest of Lake Worth hotels. Looking out upon vistas of beautiful Lake Worth . . . beyond to the blue of the Atlantic . . . this hostelry of 134 suites and guest rooms is attractively and enviably located.

At the time of building of the GULF STREAM, attention was given to the design to assure convenience and genuine comfort. A dining room, bright and inviting, was provided that since has developed a cuisine to suit the most particular of epicurean tastes. Though modern, there is ever present the desired old-fashioned home-like atmosphere . . . a genuine greeting . . . a winter home well adapted for the renewal of youth.

Write or wire for reservations . . . request suite and room details.

Address

The Manager
GULF STREAM HOTEL
Lake Worth, Florida

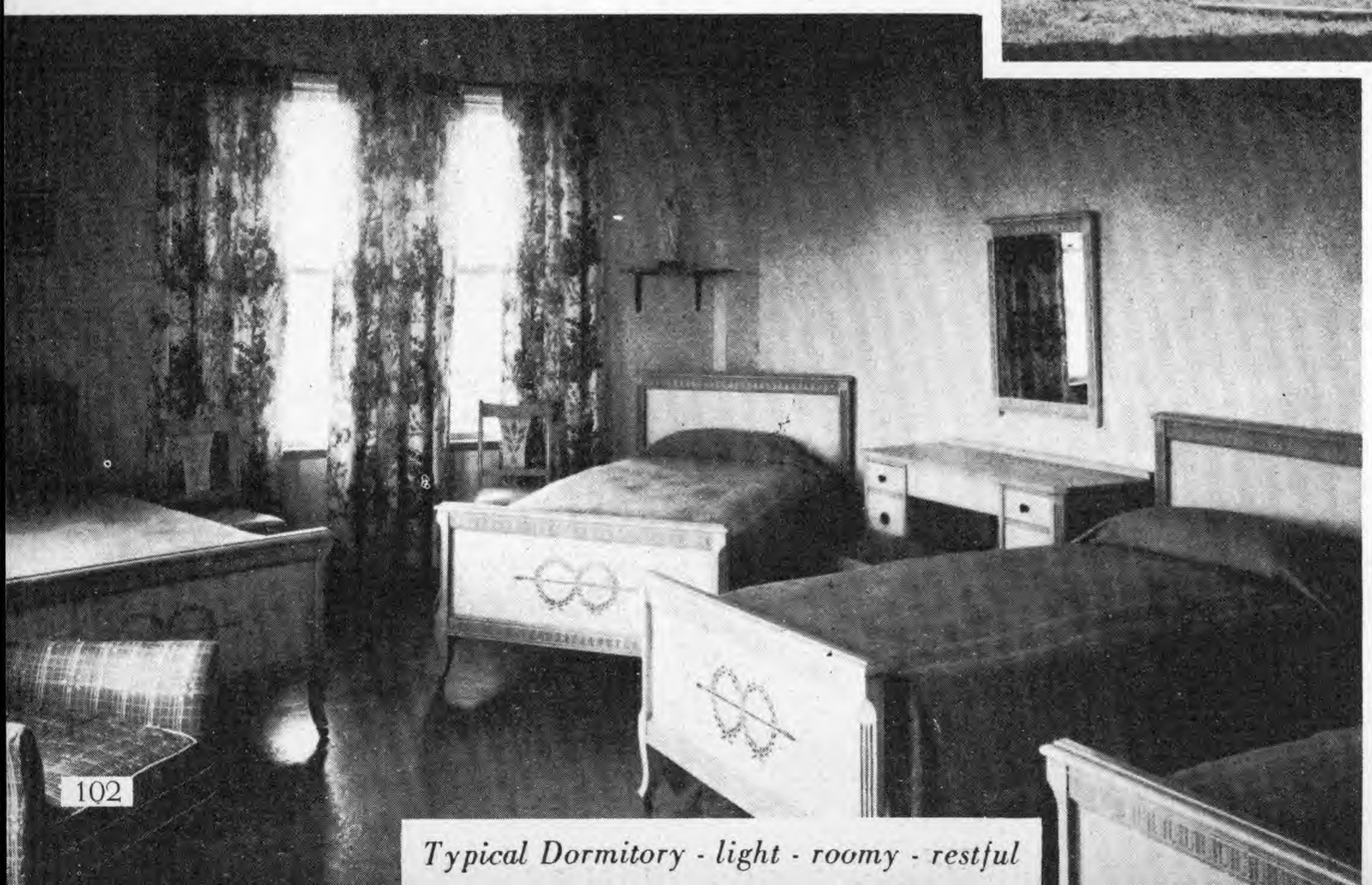


A portion of the cheerful lobby . . . the mezzanine writing room above. Large comfortable bedrooms . . . assuring rest and relaxation . . . Steam heat.

The warm climate allows opportunity for healthful outdoor exercises. An Outdoor Court provides facilities for exercises in corrective gymnastics, games, dancing and various athletic sports under supervision of an experienced director.

St. Ann-on-the-Lake Academy

West Palm Beach, Florida



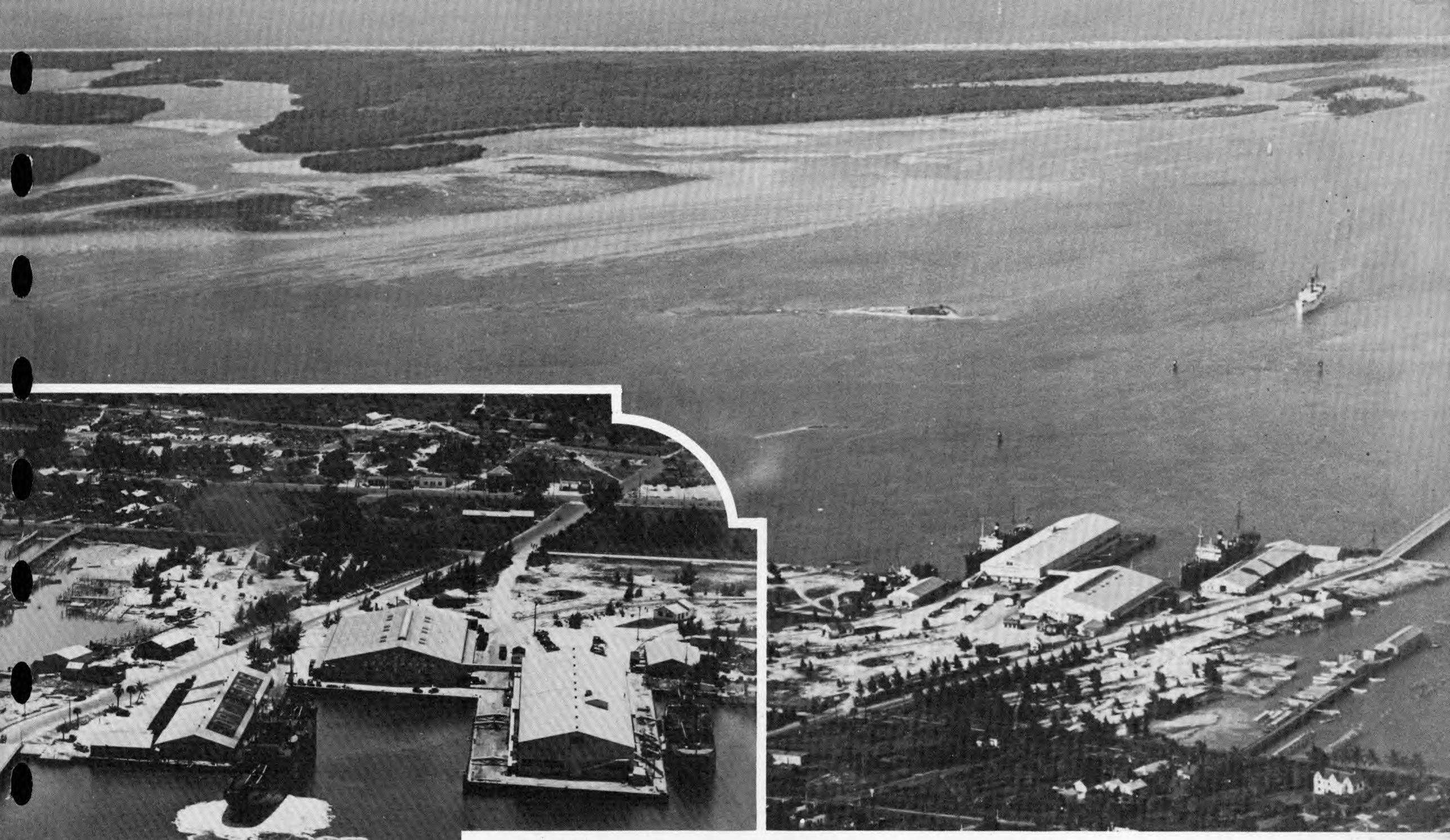
Typical Dormitory - light - roomy - restful

Founded by the Sisters of St. Dominic of Adrian, Michigan and situated on the western shore of Lake Worth in West Palm Beach, this select school for girls is based on the highest ideals in cultural and educational standards. Accessibility of the school to Palm Beach gives the student body the added advantages of this world-renowned resort.

College Preparatory Courses are offered with collateral studies in literature, history, art and music. The elementary curriculum includes dancing, school music, expression, social form and conversational French.

Though the religion of the Academy is Catholic, difference of belief is no obstacle to admission. All religious denominations are respected and no influence brought to bear upon religious convictions. To all alike, however, instruction is given in the Christian laws of morality, and general principles of right conduct. In this manner self-reliance, strength of character and true Christian womanhood is molded.

For catalog address
The Principal . . . St. Ann-on-the Lake Academy



FORT PIERCE
° FLORIDA °

Where industry, commerce, culture and recreation go hand in hand with true hospitality.

WHERE the activities of a winter resort combine with a horticultural, agricultural and industrial background . . . in one complete harmony.

Though possessing every typical tourist recreation such as bathing, boating, salt and fresh water fishing, golfing and tennis, *Fort Pierce primarily is a city of homes,* schools and churches. Above all is the real friendly spirit shown in this hospitable city . . . a visit means either to stay, or to come back again.

Without detracting from resort features . . . the *varied industrial activities of Fort Pierce give an added year 'round stability* seldom experienced in the usual Florida resort community.

For detailed information, write
FORT PIERCE CHAMBER OF COMMERCE

ORLANDO *calls itself "The City Beautiful" of Florida, the place for the community of contentment, where churches have double header services and where 25,000 visitors walk peacefully around the banks of the serene, oak bordered lakes.*

Located in the central part of the state, it has a commercial background of citrus and is only five miles from Winter Park, home of Rollins College and center of Florida culture.

ORLANDO

COLONIAL ORANGE COURT HOTEL

in Orlando, Florida

THE PRUDENT CUSTOM OF SMART TRAVELERS *takes them to the Colonial Orange Court. Centrally located, in a city where yet lingers the enchantment of an Old World . . . distant echoes of the Spanish Conquest that brought adventure and romance.*

Set back from the street amid stately palms there is offered here at Colonial Orange Court pleasant living and convenience to excellent golf courses, theatres, shops, schools, libraries and churches. Other attractions are . . . sun parlor, game room, ballroom, swimming pool and . . . on the grounds . . . a mature orange grove.

The most exacting of guests will find tasty food at both the grille and in the beautiful formal dining room. For any and all a cordial welcome is always assured.

For reservations write or wire
The Manager
COLONIAL ORANGE COURT HOTEL
Orlando, Florida

Beautiful Spanish Garden . . . private sun balconies are gardens of flowers . . . Jasmine, Flame Vine and Turk's Cap.

■

For enjoyment . . . the Colonial swimming pool, where fresh, crystal blue water runs continuously . . . steam heated on cooler days. Enjoy a refreshing "dip" before breakfast or relax after a strenuous game or workout in the private gymnasium.

The Angebilt

ORLANDO, FLORIDA

Central Florida's Finest

CENTRAL FLORIDA . . . and one of her finest hostelries. The ANGEBILT . . . a modern 12 story structure of 250 rooms, each with a private bath.

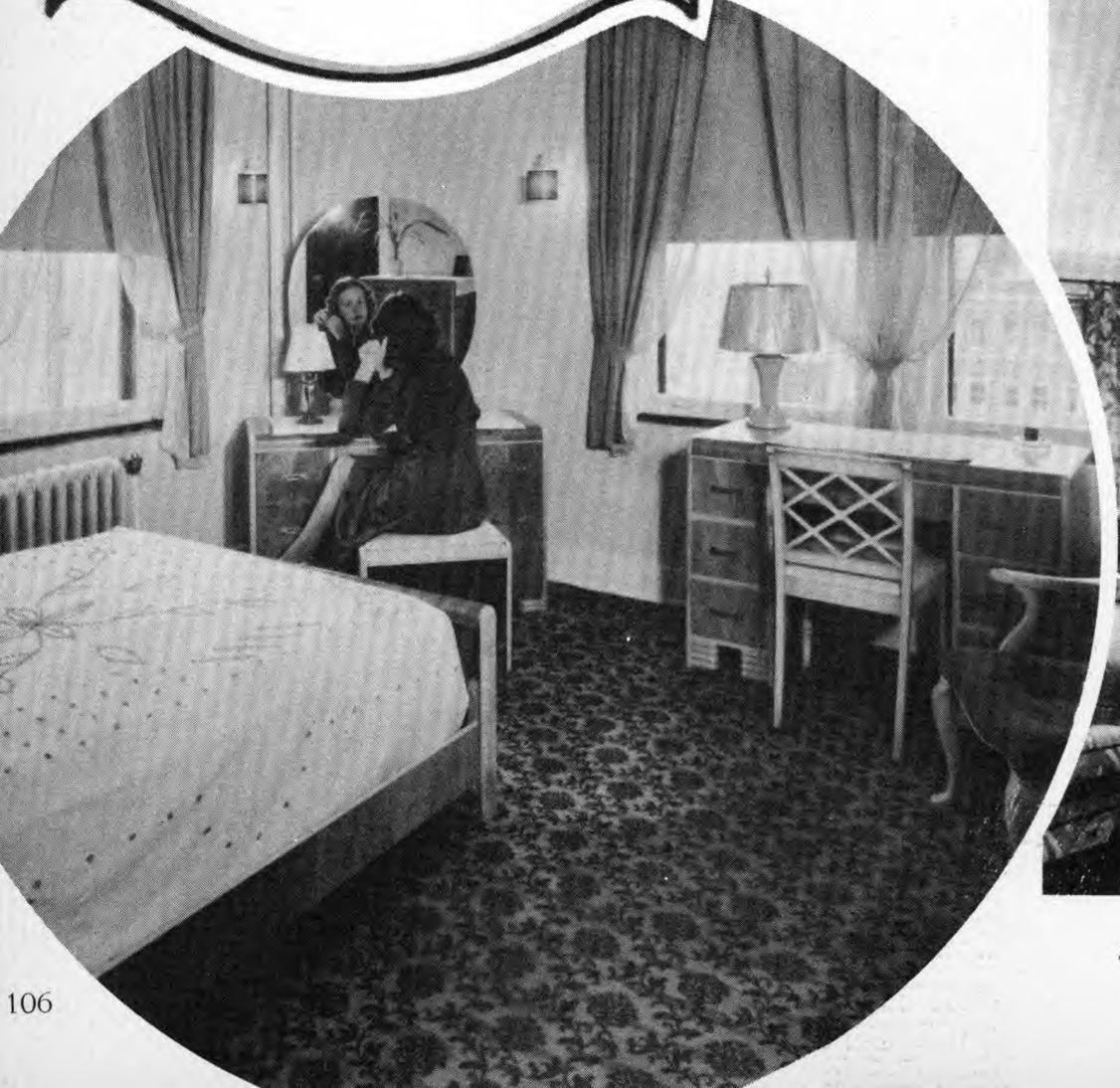
Lake Eola with beautiful city maintained flower gardens is directly in the rear of the hotel. Convenience . . . beauty.

Large, spacious public rooms . . . a roof garden that is a pleasant Mecca for all guests, providing sun solariums, shuffleboard courts and lounging facilities.

Regarded by many as "Orlando's most distinctive hotel" . . . a select clientele is yearly drawn and held by reason of the courteous service, excellent cuisine and pleasant, liveable atmosphere.

For reservations
THE ANGEBILT
Orlando, Florida

James M. Milligan, Manager



Luxurious . . . modernly appointed rooms . . . your comfort considered. The spacious mezzanine lounge . . . inviting guests and friends.

SAN JUAN

• *Hotel* •

ORLANDO • FLORIDA

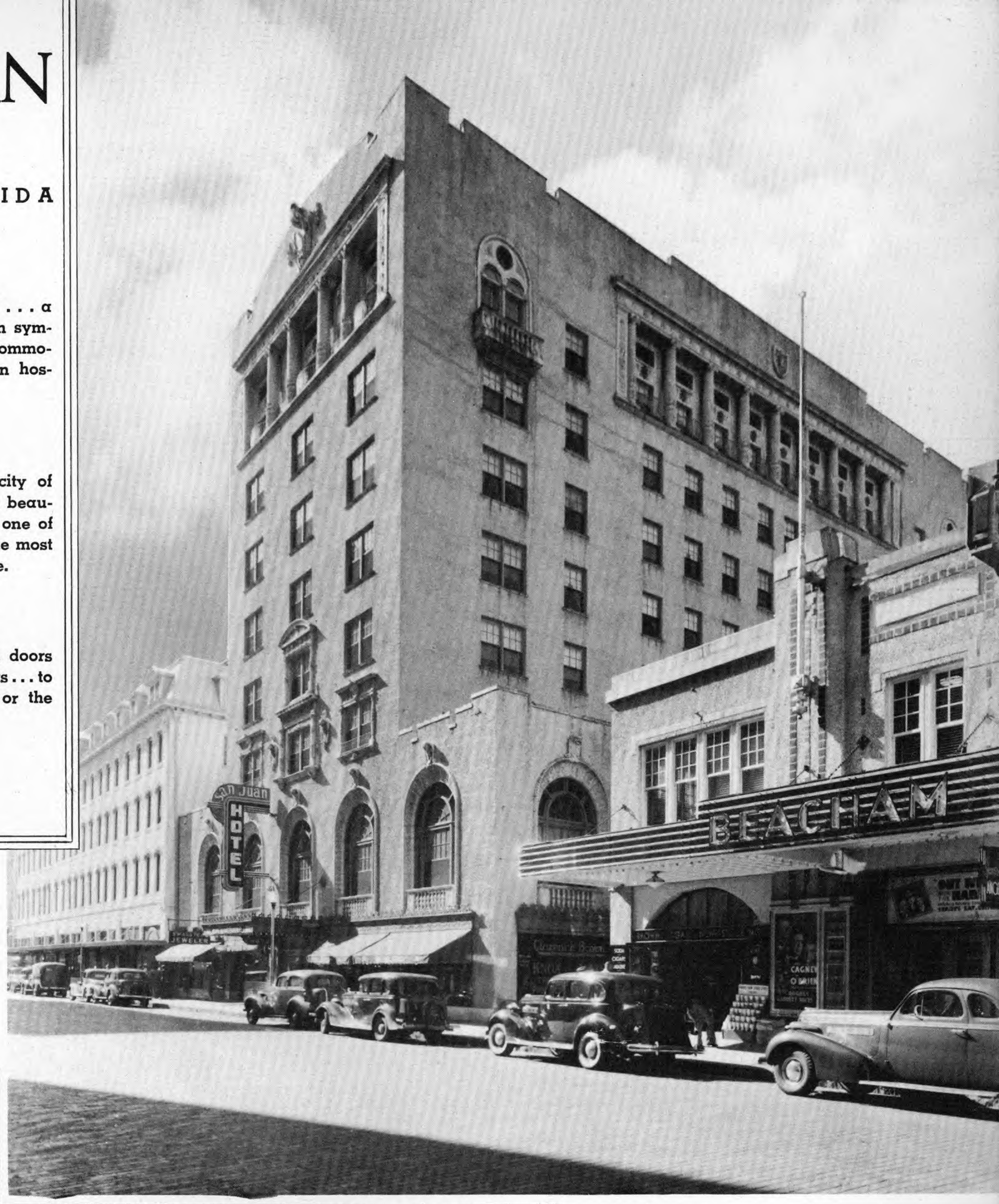
HOSPITALITY in the City Beautiful" . . . a fitting slogan . . . for the San Juan symbolizes all that is courteous, accommodating and desirable in a modern hostelry.

■

In the center of this lovely city of lakes, orange and palm trees and beautiful homes, the San Juan, though one of the oldest in traditions, is one of the most modern in equipment and service.

■

Shops and theatres are at its doors . . . only a short walk to golf links . . . to Lake Eola and evening concerts or the municipal auditorium.



San Juan Hotel—Florida all the year—*Where hospitality and service have built a constantly returning clientele.*

E. W. ASHER, *Manager*

¶ The Mediterranean touch is enhanced by the patio effect . . . a center of social, commercial and political events.

■

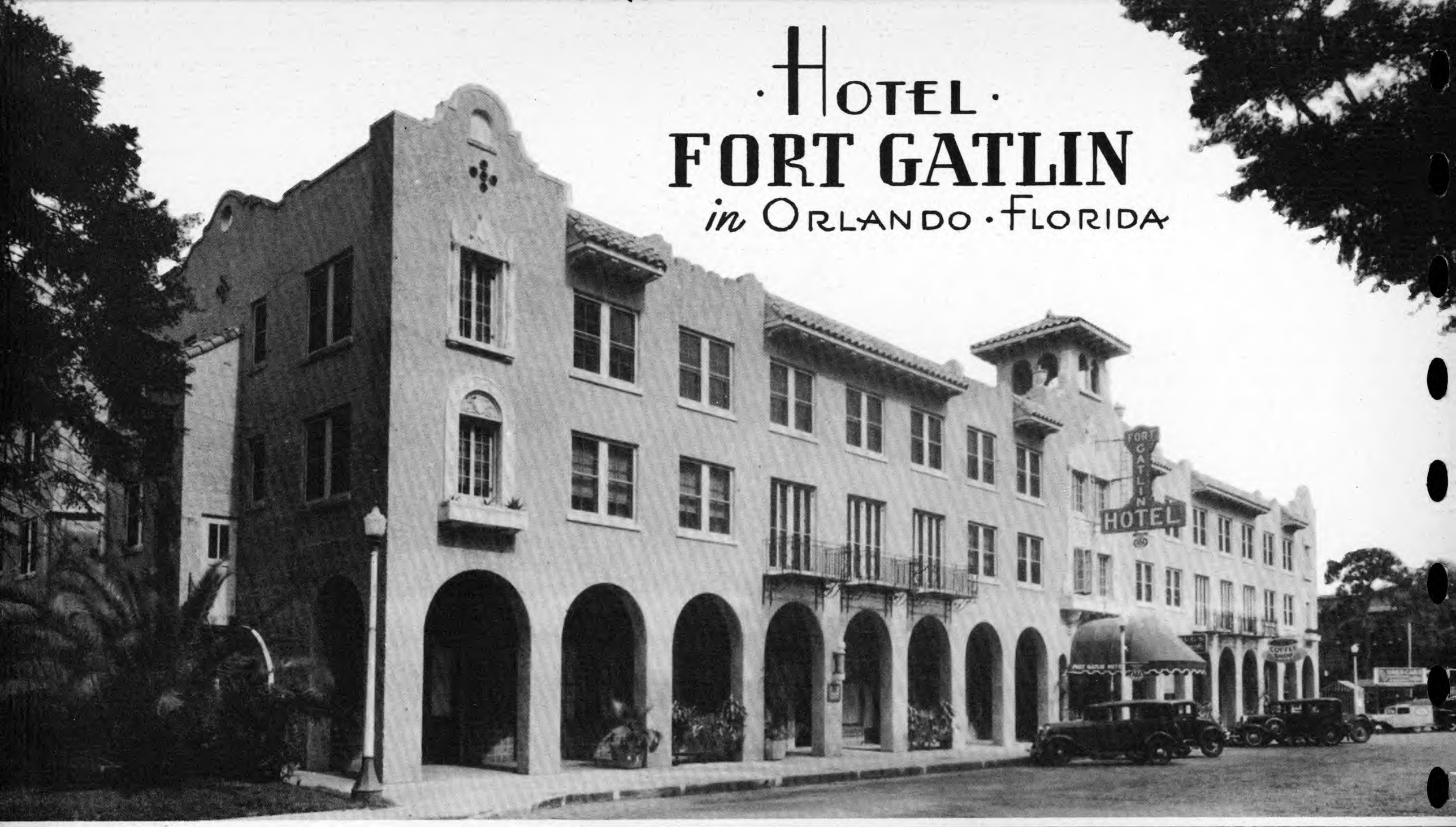
There is a lounge and mezzanine of unusually rich and luxurious appointments.

■

Commodious guest rooms, harmoniously furnished . . . single or en suite . . . all light and airy. The cafeteria is under the famous Morrison management.

A trained organization of many years' experience gives the best in service.

·HOTEL·
FORT GATLIN
in ORLANDO·FLORIDA



RARE IS THE occasion . . . when the visitor can enjoy quiet exclusiveness with complete accessibility to everything as is to be found at the FORT GATLIN.

Situated in the North Orange Avenue area of Orlando . . . *admittedly one of Florida's most beautiful cities* . . . this one hundred fifty-room hotel, each with bath and steam heat . . . enjoys unusual popularity twelve months in the year. Within five minutes of three golf courses . . . convenient to all sports. *Designed for a real vacation* with a genuine home-like atmosphere.

The Fort Gatlin famed Golden Brown Fried Chicken Dinners . . . Western meats, fresh Florida Fruits and vegetables, prepared by trained chefs, combine to make *this hostelry a favorite among the better Florida hotels.* Eloquent evidence is its ever-returning clientele.

Added to the comfort of light, airy rooms—spacious lobby and superior cuisine . . . the beautiful private gardens give a definite touch of refinement, dignity and exclusiveness.

108

Bedrooms that assure quiet restfulness.

FORT GATLIN HOTEL
Owner Management

SANFORD

·SEMINOLE COUNTY·

**Year 'round playground.
Pool . . . always 74°.**

CHOOSE any means of transportation but decide to come and see the progressive city of Sanford. Here is a perfect haven in the center of an intensive agricultural area, however, also amid bustling activity.

¶ Though renowned as "The World's Celery Center" there are truck farming, dairy and poultry . . . packing houses, pre-cooling plants, canning plants. In season a carload of fruits and vegetables are shipped every hour of the day and night to northern markets.

¶ There are sports, too . . . for it is a Sportsman's Paradise. Turkey, duck, deer, doves, snipe and bear. For the fisherman . . . both fresh and salt water fishing . . . black bass, sea bass, trout, tarpon, red snapper, king fish, pompano and Spanish mackerel. For all . . . golf, tennis, harness horse-racing, dog-racing and swimming at beautiful Sanlando Springs.

¶ A city of homes, excellent schools and fine churches . . . that is awake, alive with activity and within the means of the average man . . . not surfeited with resort ostentatiousness.

*

—at Sanford on the St. John's River

The MAYFAIR

FOR THE MOST DELIGHTFUL Florida vacation of all . . . spend gay weekends . . . or glorious winter vacations at the MAYFAIR.

Surrounded by the tropical splendor of Central Florida . . . on the banks of the beautiful St. Johns River . . . this gracious hostelry offers a haven in which to spend exhilarating days of golf, tennis, deep-sea fishing, or if you like, still fishing,—there are numerous lakes in the immediate vicinity. All other sports . . . swimming in innumerable Springs . . . boating . . . and at night . . . dancing under the stars.

You will enjoy too . . . the cordial hospitality shown. The spacious lounges . . . the luxurious accommodations . . . the modern appointments and the swift courteous services of the MAYFAIR!

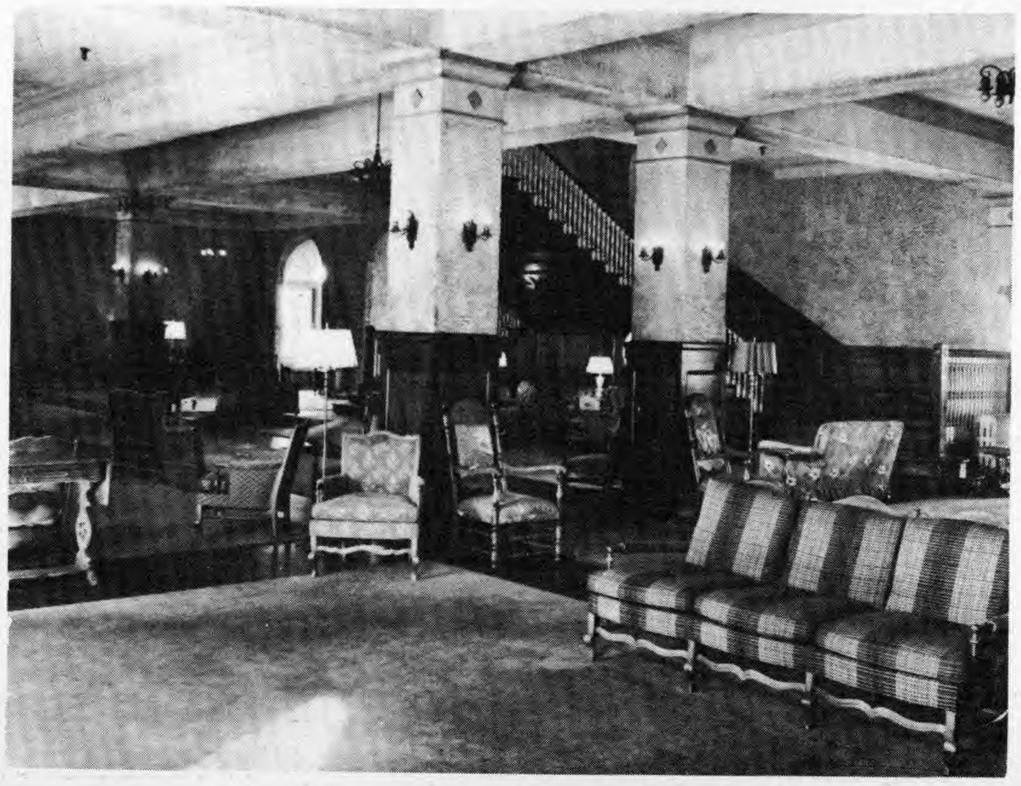
American and European plan . . .

THE MAYFAIR
Sanford - Florida

Reservations suggested.
Rates over night, weekly or seasonal.

Central Florida Sub-tropical grandeur

Ideal for morning sun . . . opening attractive vistas.



Spacious, beautifully furnished Lounge.

VOLUSIA COUNTY

In the

NORTH CENTRAL SECTION *of* FLORIDA'S EAST • COAST •

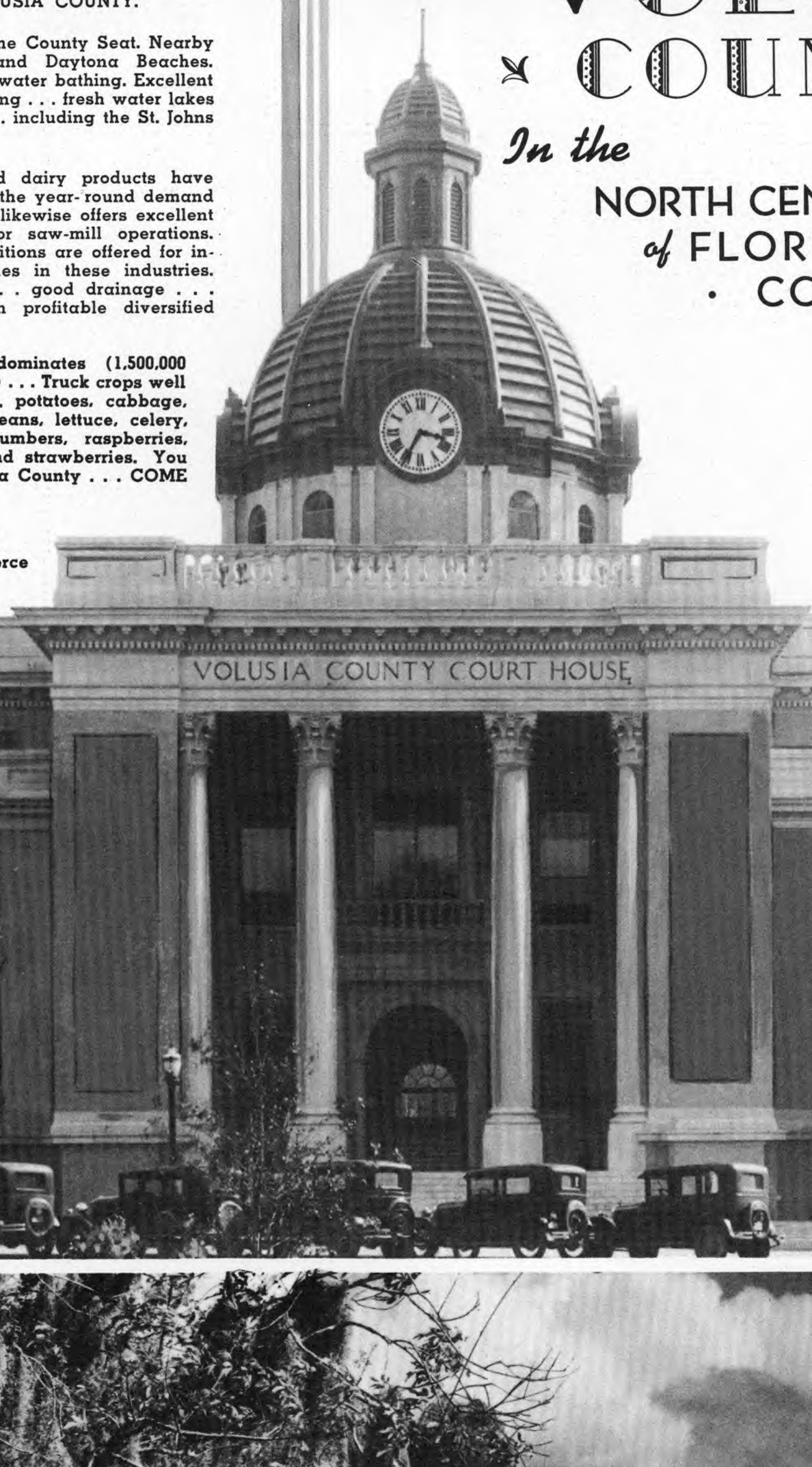
A MAJOR CONTRIBUTION . . . to the Agricultural, Horticultural and Live Stock development of the North Central and East Coast areas of this Garden State . . . VOLUSIA COUNTY.

Deland is the County Seat. Nearby are Ormond and Daytona Beaches. Ocean or fresh water bathing. Excellent Black Bass fishing . . . fresh water lakes and streams . . . including the St. Johns River.

Poultry and dairy products have not as yet met the year-round demand locally. Timber likewise offers excellent opportunities for saw-mill operations. Favorable conditions are offered for increased activities in these industries. Ridge lands . . . good drainage . . . 88,244 acres in profitable diversified farms.

Citrus predominates (1,500,000 boxes annually) . . . Truck crops well diversified . . . potatoes, cabbage, beets, string beans, lettuce, celery, peppers, cucumbers, raspberries, blackberries and strawberries. You will like Volusia County . . . COME AND SEE.

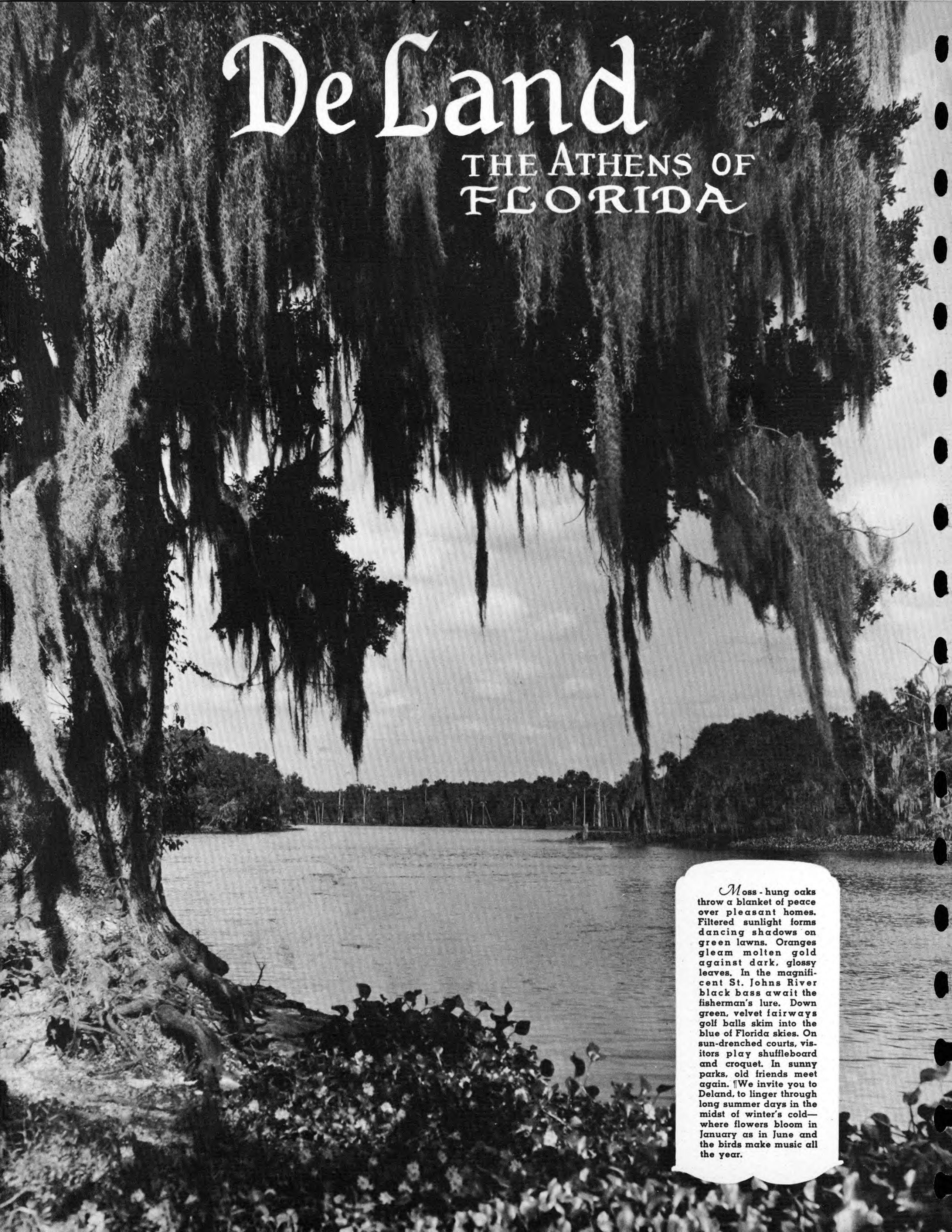
Write
Volusia County
Chamber of Commerce
Deland, Florida



Black bass . . . one that did not get away.

DeLand

THE ATHENS OF FLORIDA



Moss-hung oaks throw a blanket of peace over pleasant homes. Filtered sunlight forms dancing shadows on green lawns. Oranges gleam molten gold against dark, glossy leaves. In the magnificent St. Johns River black bass await the fisherman's lure. Down green, velvet fairways golf balls skim into the blue of Florida skies. On sun-drenched courts, visitors play shuffleboard and croquet. In sunny parks, old friends meet again. ¶We invite you to Deland, to linger through long summer days in the midst of winter's cold—where flowers bloom in January as in June and the birds make music all the year.

In DELAND • FLORIDA — College Arms Hotel

Shady Walks and Wide Verandas

Centered in a beautiful ten-acre estate . . . the imposing College Arms Hotel is a welcome landmark to those who return annually to enjoy its cordial home atmosphere.

On the high Central Florida Ridge at DeLand . . . invigorating, zestful air . . . Florida sunshine, a wide porch and promenade, spacious lobby, lounges, sun parlor and billiard room . . . steam heat for the cool spells.

Scenic motor highways radiate in every direction. Hunting, fishing . . . private eighteen-hole College Arms golf course attract the sports enthusiast . . . orchestra concerts twice daily.

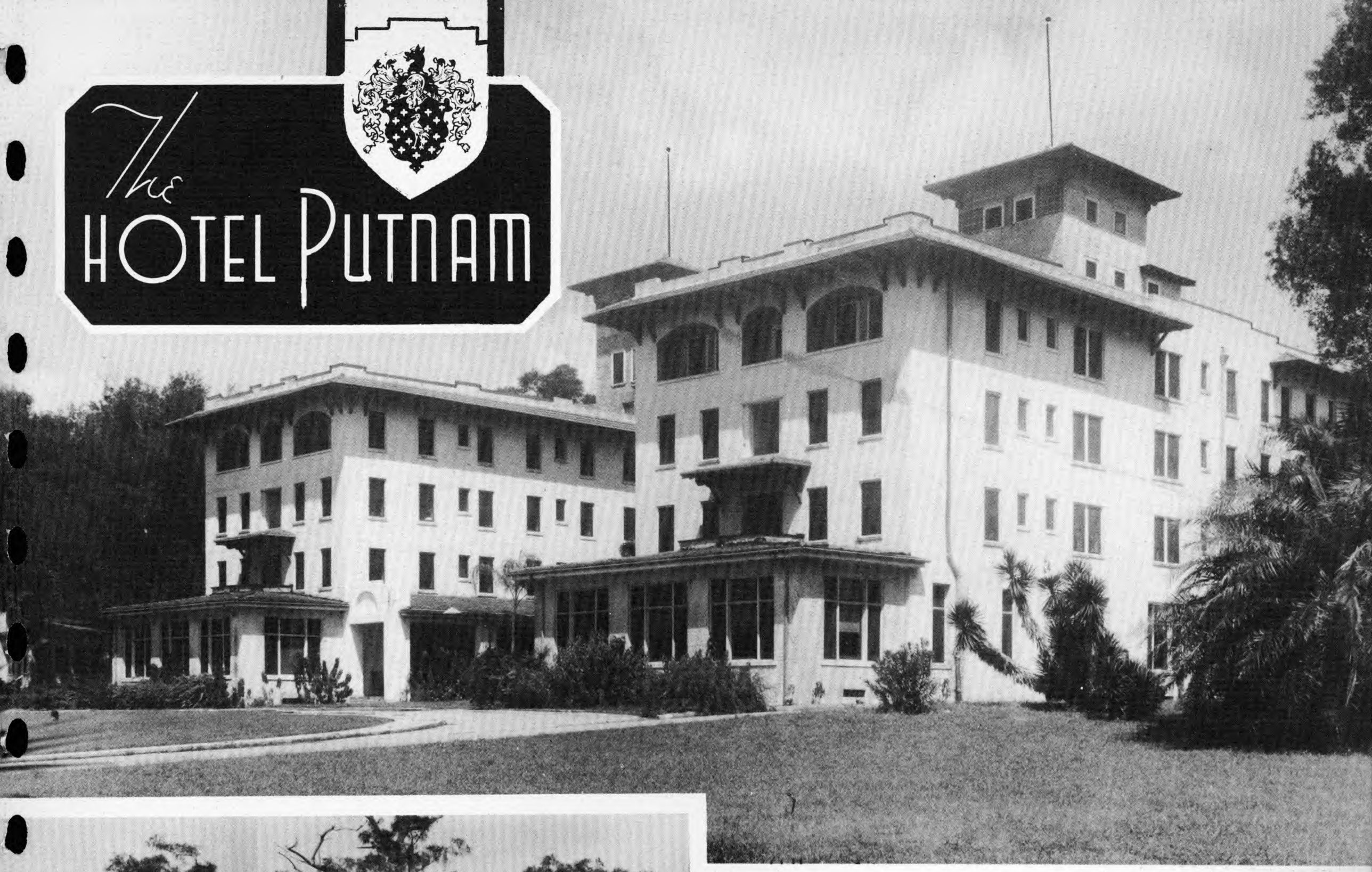
For further information address
COLLEGE ARMS HOTEL
Theodore C. Brooks, Manager
DeLand . . . . Florida

College Arms Golf Course

GIANT TRAVELER PALM

Pure Water Stored in the Enormous Leaves and Buds have saved many lives in Tropical Jungles

The HOTEL PUTNAM



Fishing down the Weekawachee River

© Burgert Bros., Tampa.

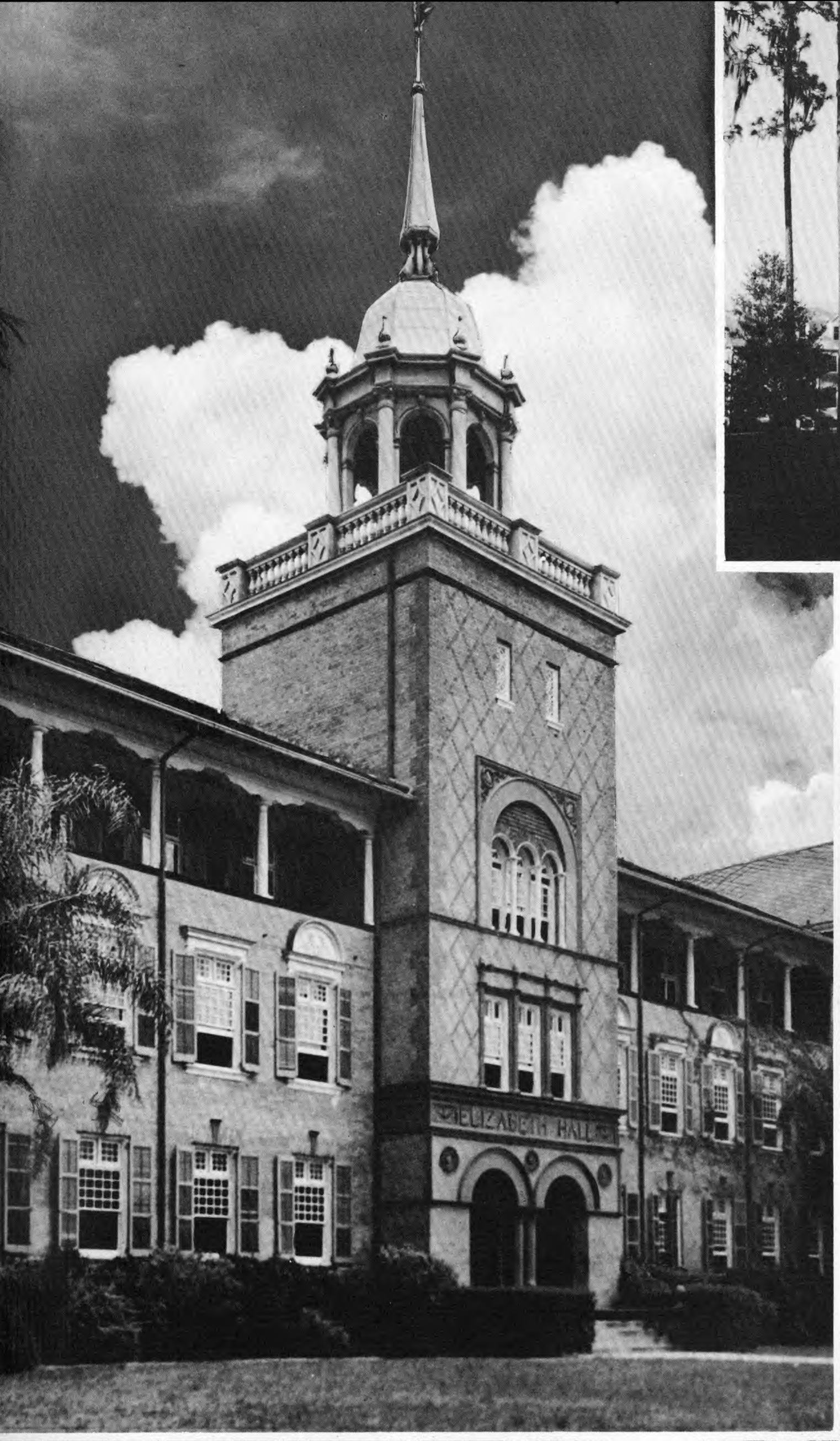
. . . in DeLand

Traditional Southern Hospitality at its best. Here in "The Athens of Florida" home of Stetson University . . . under moss-covered oaks, amid rolling uplands of East Central Florida . . . this statement is best exemplified by the Hotel Putnam.

A modern fireproof hostelry (125 rooms) . . . wide porches, promenade, a spacious lobby . . . magnificent grounds. The management's long record of sincere service has earned an ever-increasing patronage.

Maintained reasonable rates consistent with excellent service.

S. E. Brown, Manager

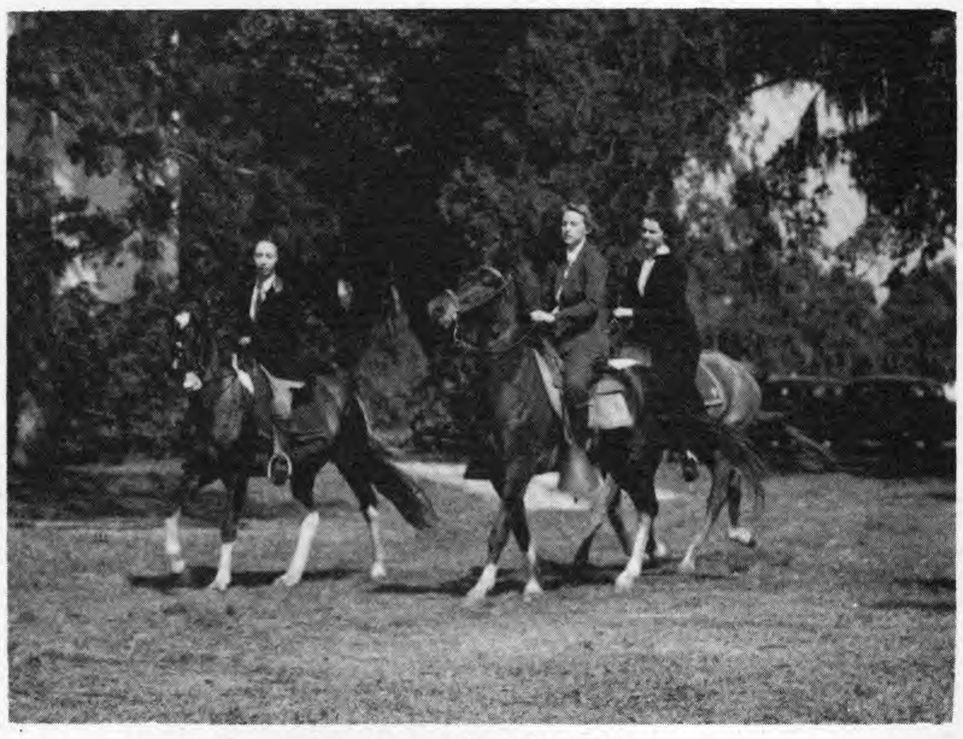


Elizabeth Hall
The University
Administration Building

Hulley Tower and Chaudoin Hall

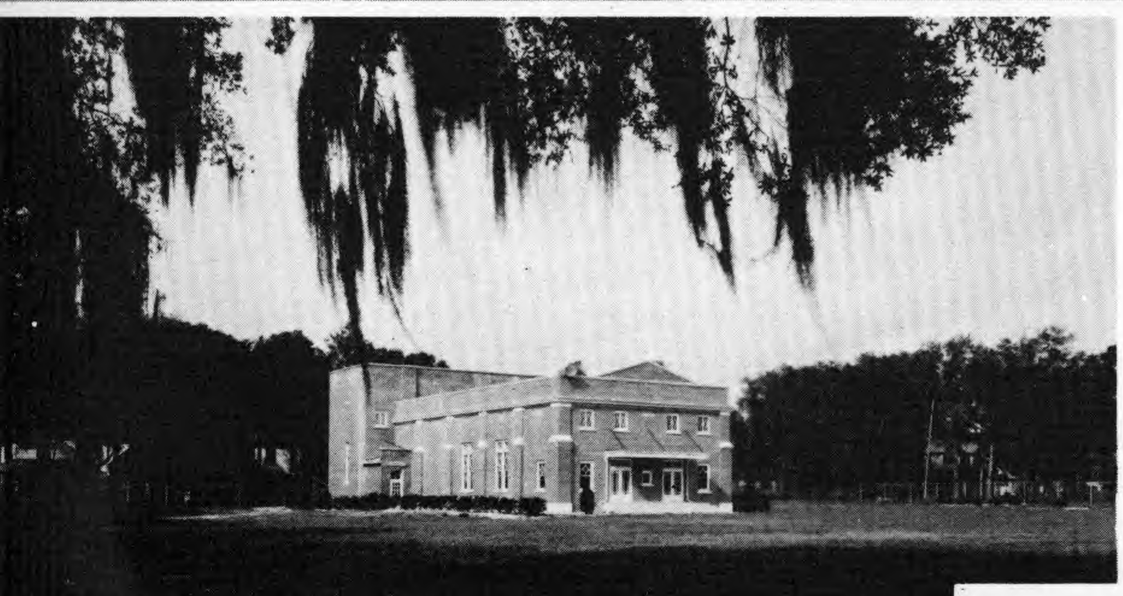
In DELAND
· FLORIDA ·

- JOHN B. STETSON UNIVERSITY . . . ideally situated in Deland; city of giant oaks and swaying palms . . . natural charm in the midst of well kept lands!
- The University has complete outdoor recreational facilities which are enjoyed throughout the entire year. Most popular are . . . tennis, golf, swimming and horseback riding!
- Only eight miles away is Ponce De Leon Springs . . . traditional site of the Spanish explorer's "Fountain of Youth" . . . a paradise for student body picnicking and bathing!
- The world-famous speed course of Daytona Beach, on the Atlantic, is but twenty-three miles away . . . a matter of minutes of enjoyable driving.



A canter under the oaks . . .

Chaudoin Hall
Hulley Tower in the foreground!



The Little Theatre

John B. STETSON University

WEATHERING the trying conditions that usually face an educational institution in its early days, Stetson University stands firmly today on a solid foundation with a background of more than half a century ! ! !

Established in 1883, it was originally named in honor of the founder of the city . . . H. A. Deland of Fairport, New York.

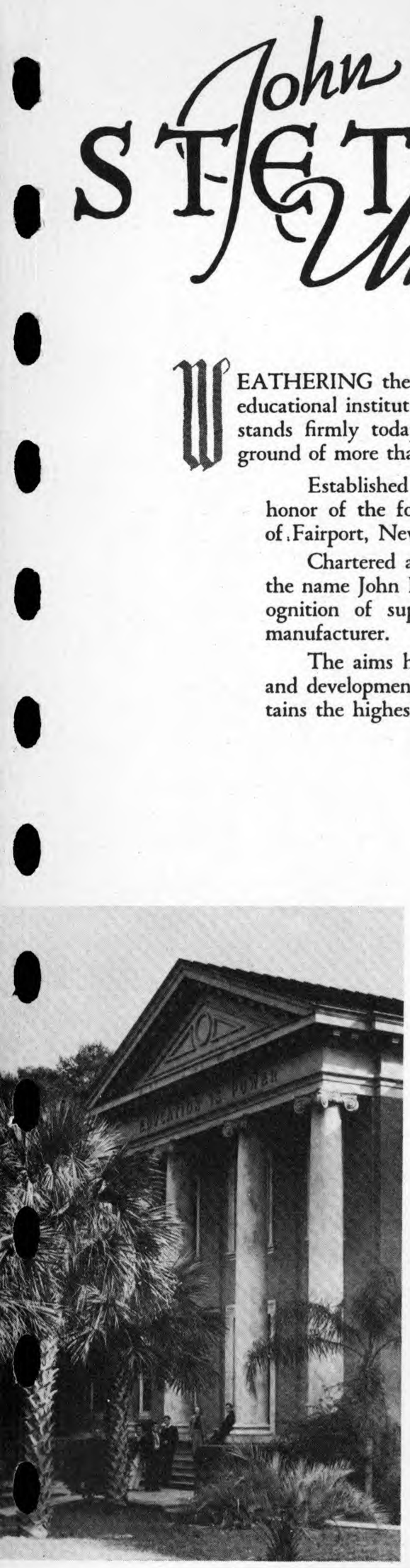
Chartered as a University in 1887, two years later the name John B. Stetson University was given, in recognition of support given by the Philadelphia hat manufacturer.

The aims here are threefold: Scholarship, Culture and development of Christian Character. Stetson maintains the highest standards of scholarship.

A College of Liberal Arts, consisting of twenty departments; a School of Music, and the oldest College of Law in Florida are available. The latter is accredited by the American Bar Association.

Stetson's growth has been remarkable. The 1937-38 enrollment represented an increase of 125% in the last four years. Progressive . . . Stetson confidently looks forward to continued growth!

For General Catalogues:
The Registrar
JOHN B. STETSON
UNIVERSITY
DELAND - - FLORIDA



University Library

Entrance to Hall of Science

Cummings Gymnasium for women

The University Commons . . .
. . . Lunchtime in the Commons

The ORANGE CITY hotel

ORANGE CITY
FLORIDA

Spacious, luxuriously appointed lounging rooms —center of social life.

Ultra - modern Rainbow Bar — where good fellowship reigns supreme.

Private Dining Room

IN THE CENTER of seven acres of beautifully landscaped lawn . . . away from the noise of traffic . . . convenient to the center of all activity.

*

¶ Modern, fireproof and steam heated . . . all rooms with bath and radio. For our guests' convenience and entertainment there is a cocktail lounge, ballroom, swimming pool and three dining rooms where, under supervision of an experienced Chef, the cuisine is unexcelled.

*

¶ The College Arms Golf Course is adjacent to the Inn, also bathing in the pool at Blue Sulphur Springs or . . . a forty-minute drive to the Ocean at Daytona Beach. Nearby is the finest bass fishing, hunting, tennis, handball . . . your favorite diversion at your command.

*

¶ Quaint atmosphere . . . restful charm—a unique environment that appeals especially to the winter guest seeking rest and recreation without the ostentation of the typical resort hotel.

ORANGE CITY HOTEL
Ralph A. Hankinson, Owner
Orange City, Florida

THE BREVARD

On Indian River
. . . At Cocoa, Florida

OVERLOOKING the majestic Indian River. Amid a profusion of palms, citrus trees and tropical flowers . . . THE BREVARD offers a friendly welcome to the traveler.

●

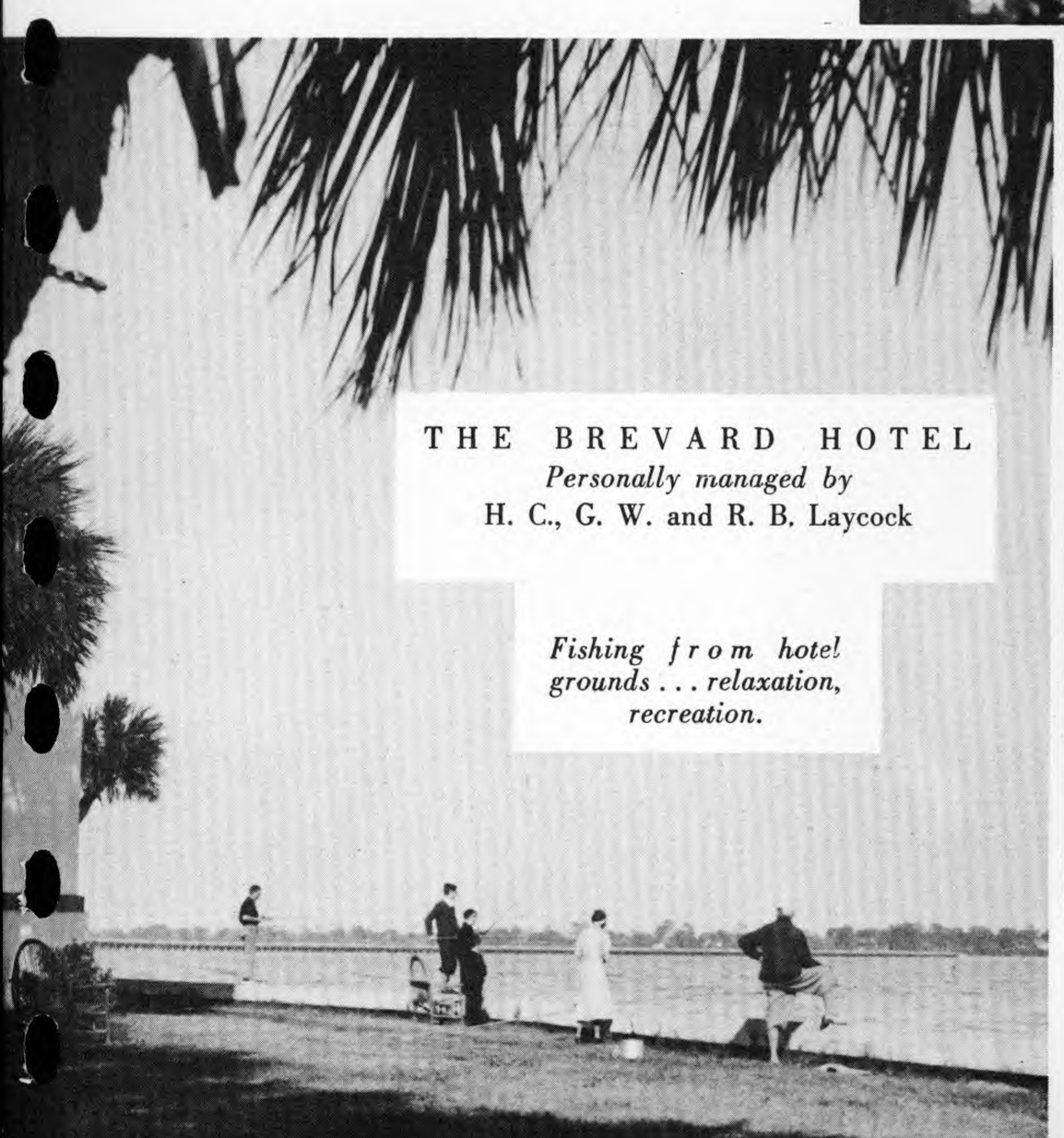
Inviting lounges with huge log-burning fire places . . . a library of interesting volumes . . . *attractive guest rooms.* Everywhere an atmosphere of homelike comfort and genial hospitality.

●

Golf at Poinsettia Golf Club, *salt and fresh water fishing* from pier, bridge or shore . . . *swimming and picnicking* at Cocoa Beach, *sun-bathing* on the Brevard's roof solarium . . . in fact everything conceivable for the lover of outdoors.

●

In the cheerful dining room the excellent food is prepared under supervision of skilled chefs. *So excellent is this cuisine that it has earned a complimentary listing* in Duncan Hines' "Adventures in Good Eating" guide. Above everything, though, is the desire of the management to make you welcome.



THE BREVARD HOTEL
Personally managed by
H. C., G. W. and R. B. Laycock

Fishing from hotel grounds . . . relaxation, recreation.

Inviting Lounge.

Air view of the beach side of Daytona Beach. Ocean pier, beach, boardwalk and ocean front park with bandshell are shown.

The beach itself. Internationally famous place to play . . . roped-off area for bathers, and a driving surface unequaled for speed trials or everyday pleasure.

Main business section of Daytona Beach, showing a tropical river front park on the right.

How's this for fun? They sail like this on the broad Halifax River, right in the center of Daytona Beach.

Daytona Beach
· FLORIDA ·

ALWAYS SUMMER . . . *the right place for your vacation at ANY season. The beach here is the most famous in the world. You can drive where the world's speed kings set their records. You can swim in the safest surf on the shores of the United States.*

Go fishing from the pier, out in boats, in the surf, or in fresh water. Facilities for all sports are provided here, golf, tennis, shuffleboard, bowling, trap shooting. See the world's largest outdoor bandshell, attend free programs there. Promenade on the finest boardwalk south of Atlantic City.

Shop on one side of Daytona Beach's main business street, roam in a tropical park on the other side. Here you'll find modern shops in a city by the sea which specializes in pleasing the vacationist all the year 'round.

ASK *for More Information*

CHAMBER OF COMMERCE OF DAYTONA BEACH

BATH & TENNIS CLUB

ON · THE · · HALIFAX · DAYTONA BEACH

Comparable only with the best that South and East Florida has to offer. Maintaining highest standards, The Bath and Tennis Club of Daytona Beach is designed for and suited to the most discriminating and exacting. Whether the visitor's stay is of a season's duration, or but a short time, memberships may be arranged accordingly.

Inviting are the luxuriously appointed drawing rooms, lounges and ball rooms . . . impressive in elegance and dignity. An orchestra delights young and old alike. The retinue of trained servants and an experienced staff assure unexcelled service to all guests.

Delicious luncheons, private teas or continental dinners on the terrace of the Patio Pool . . . become pleasant memories. Swimming in the warmth of sunshine and moderately heated artesian water . . . sun bathing available under glass solariums on the River Beach. The tennis courts . . . designed for champions, but maintained in perfect condition for either the lowly "dub" or the shining pro. Truly a real Bath and Tennis Club.

BATH AND TENNIS CLUB, Inc.
On-the-Halifax Daytona Beach Florida

"A Gentile Club"

Heated artesian bathing pool . . In a glass conservatory tropical garden.

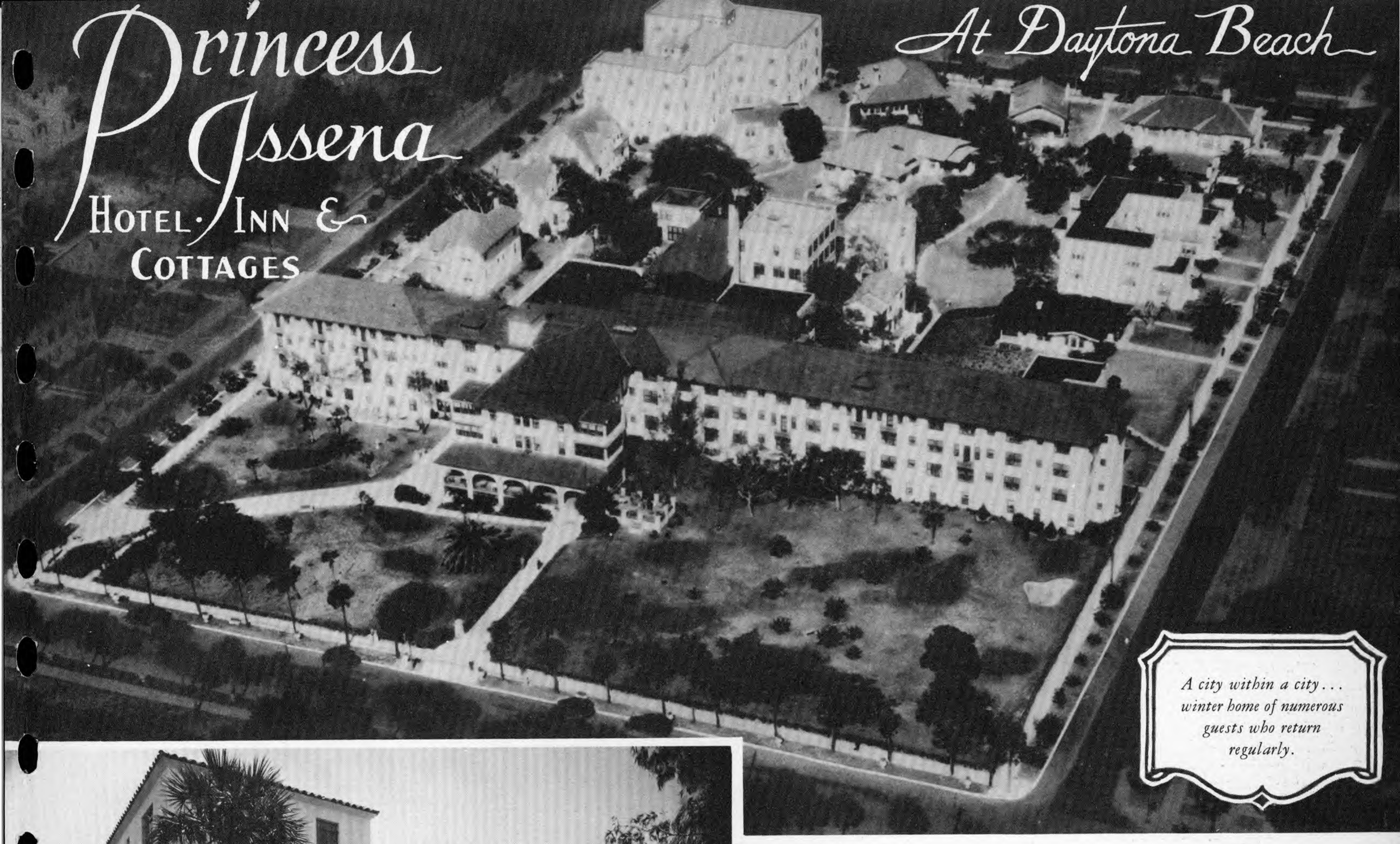
Glass enclosed dining patio — where perfect cuisine and service is in keeping.

Just one of the beautiful vistas . . Looking out to the patio

Princess Issena

HOTEL · INN & COTTAGES

At Daytona Beach



A city within a city . . . winter home of numerous guests who return regularly.

DISTINCTLY different . . . The Princess Issena is not just another resort hotel but rather a delightfully planned ensemble of hotel, inn and cottages . . . all combined and within the borders of a beautiful tropical landscaped private park.

Seventeen modern buildings . . . attractively arranged . . . accommodating three hundred and twenty-five guests. An innovation . . . here children are welcome and in addition have their own playground, playhouse and well supervised dining room.

Just a minute's walk from the world's most famous Beach . . . guest privileges at the Seabreeze Swim Club with its swimming pool, tennis, dining room and cocktail lounge. Several Golf Clubs are nearby as a part of complete and available sports program.

Numerous luxurious public rooms . . . Concerts provided twice daily. Other entertainment and recreational activities provided guests at all times. The large, airy dining room has long been famous for cuisine and service. A welcome awaits you.

PRINCESS ISSENA
Hotel — Inn — Cottages
HENRY W. HAYNES, *Manager*
Daytona Beach Florida

Barbe

·HOTEL·

Daytona Beach ✦

Situated directly on the ocean facing the world's most famous Beach. Open the year round . . . operated on the European Plan.

•

Unusually large and comfortable rooms . . . each with private bath. The Florida sun and ocean breezes seem to combine here with the delightful setting of palms and shrubbery, resulting in delightful tropical atmosphere.

•

A personal, friendly service with attention given to every detail of the guests' comfort. Reservations are available.

Ownership Management
Minnie K. Barbe
Daytona Beach, Florida

Joyous health and happiness for young and old alike.

GRAHAM-ECKES SCHOOL
DAYTONA BEACH · FLA ·

ON THE OCEAN FRONT . . . with ideal climatic setting and year-round life in the open, Graham-Eckes School provides for boys and girls a boarding and day school which stands with ranking preparatory schools.

●

¶ A selected clientele is offered, a faculty of college graduates, chosen for their culture as well as academic ability, tradition of high academic standards and intellectual integrity.

●

¶ Full choice of sports and extra-curricular activities. Close academic and personal supervision. Separate houses for boys and girls . . . a completely equipped plant of unusual beauty, comfort and charm.

●

THE UPPER SCHOOL is primarily preparatory for Harvard, Yale, Princeton, Vassar, Wellesley, Smith, etc.

THE MIDDLE SCHOOL follows the requirements and uses the examinations of the Secondary Education Board (Milton, Mass.) of which the School is a member.

THE LOWER SCHOOL curriculum, modeled on that of Horace Mann School of Columbia University, includes General Science and daily French.

●

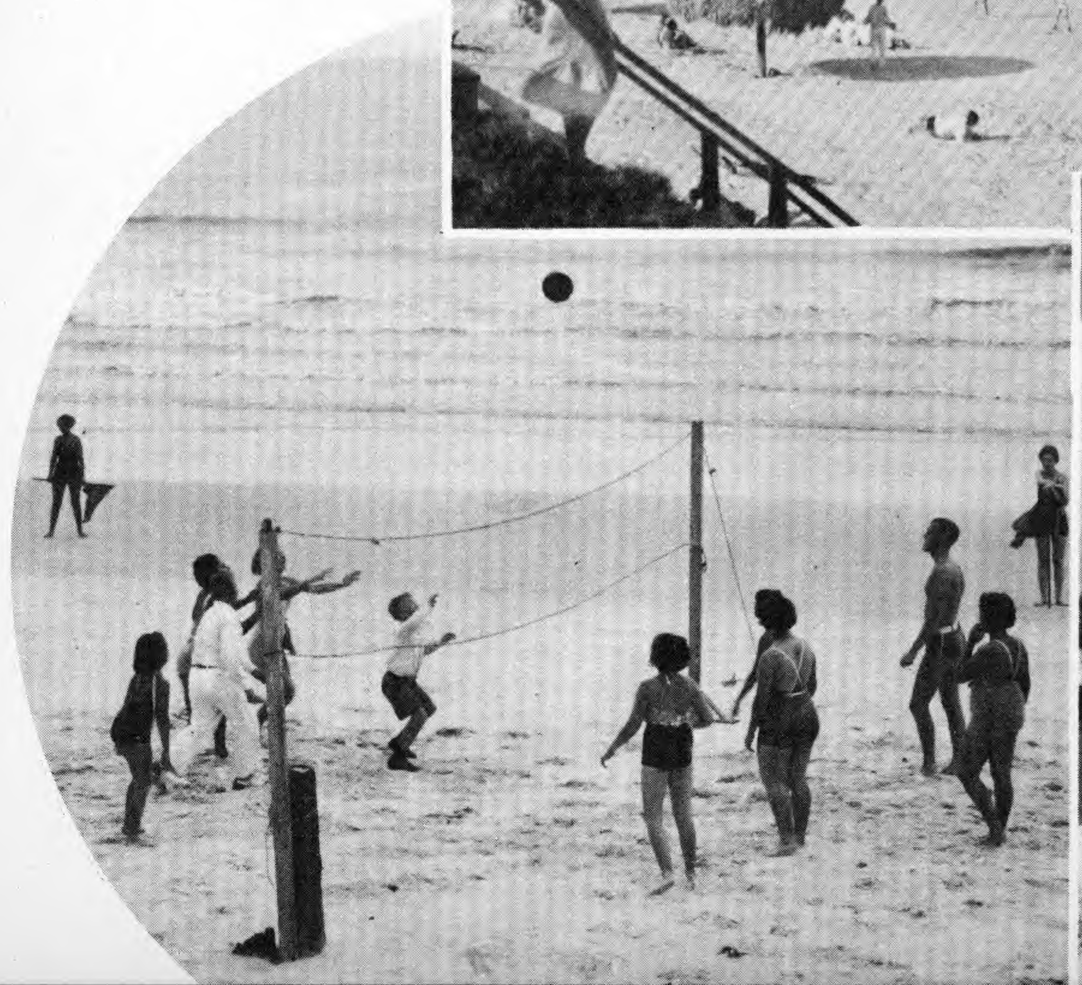
¶ In addition to the formal indoor classrooms there is full equipment for outdoor classes in the walled gardens and sheltered patios. All buildings are located directly on the ocean-front and have immediate access to the Beach.

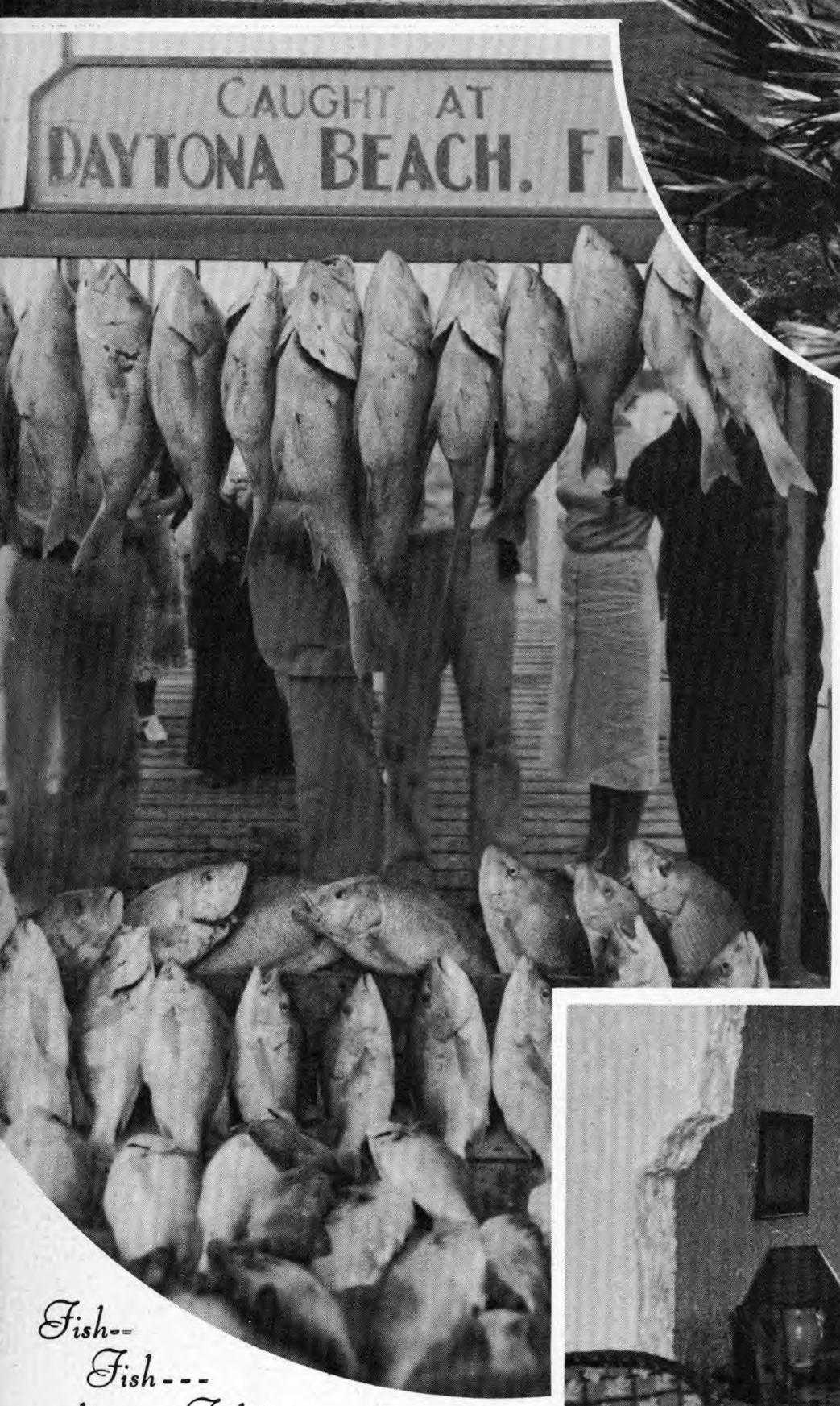
¶ The enrollment of the School is limited to seventy pupils.

For Information Address: The Registrar

GRAHAM-ECKES SCHOOL
Seabreeze Zone
Daytona Beach, Florida

Study and play hours made more pleasant by close contact with pounding surf on a broad beach.





Fish--
Fish---
and more Fish!

The GENEVA

·DAYTONA BEACH·

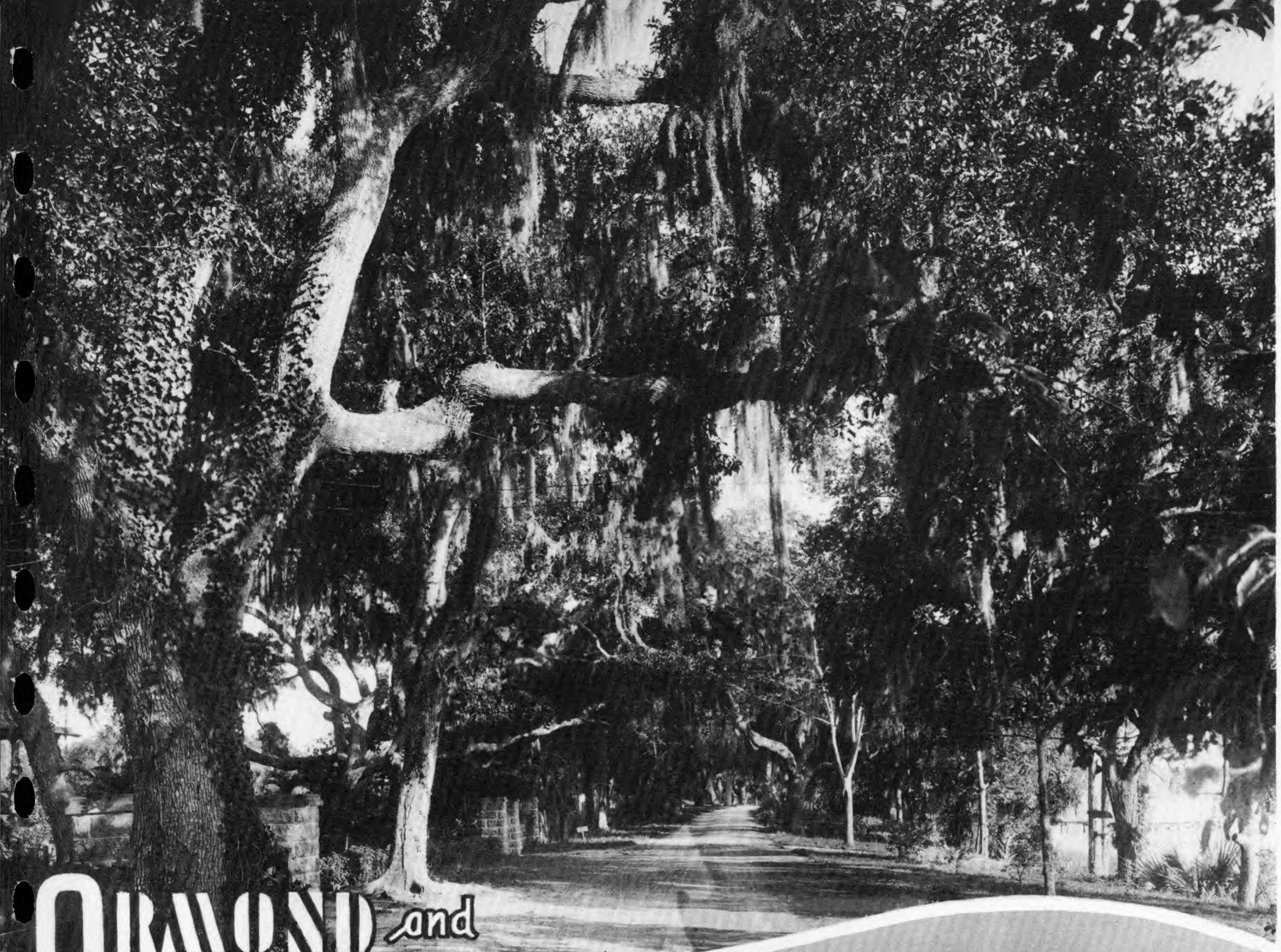
ON ONE of the most beautiful avenues of the "Beach side" and adjacent to Daytona's famous beach and the Atlantic . . . is the GENEVA.

Facing south . . . the broad verandas are flooded with sunshine throughout the day . . . four golf courses are available . . . also tennis courts . . . fishing in the river and from ocean pier . . . shuffleboard and lawn bowling . . . swimming from the world's finest beach or in pools of private clubs.

Though in the heart of an exclusive residential area, there is bus service to the Beach, shops and theatres . . . steam heat . . . excellent cuisine . . . a real welcome.

Owner-Management
Mrs. E. P. and F. N. Stengle
Daytona Beach, Florida

Spacious, luxuriously appointed lounging room —center of social life.



Typical Avenue
Moss-entwined oaks

Boulevard to
Ormond Beach

ORMOND and ORMOND • BEACH

A CULTURED COMMUNITY . . . of both permanent and winter residents.

Replete with historical interest . . . dating back to the Spanish Franciscan Friars and later, in 1783, to English planters from the Bahamas. Long the winter home of the late John D. Rockefeller, it is today one of the most attractive of Florida East Coast communities.

A complete sports program is offered both guest and resident. Golf at the Ormond Beach Course . . . tennis, archery, horseback riding . . . boating and fishing in the Halifax River . . . surf bathing and deep sea fishing in the Atlantic.

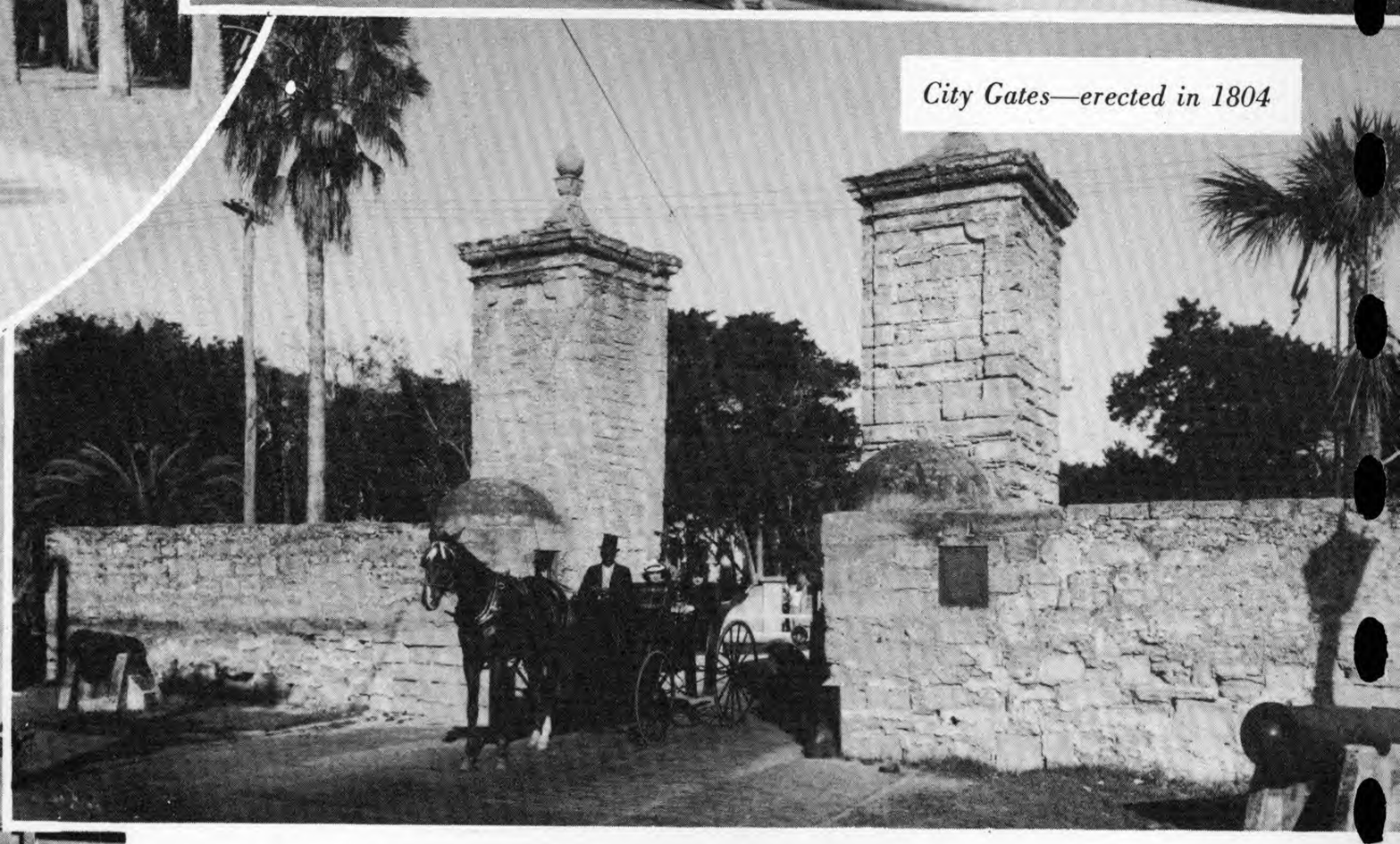
To any and all . . . a cordial welcome
ORMOND and ORMOND BEACH, FLORIDA

"The Casements"
home of the late
John D. Rockefeller

Avenue of Palms—approach to the Fountain of Youth

Oldest house built in the late Fifteen hundreds.

Bridge of Lions—spanning 1,545 feet over the Mantanzas River to Anastasia Island.



City Gates—erected in 1804

City of St. Augustine · Old & New

A BLENDING of the ancient glory of Spain, dating from Ponce de Leon's arrival in 1513, the founding of the city in 1565 . . . with the modern city of today.

•

Fortunately there has been preserved much of the old glory . . . easily discerned as the visitor saunters by Ponce de Leon's Fountain of Youth (1513) . . . Nuestra Senora de La Leche Shrine, the first mass in America was celebrated here . . . the old city gates (1565) . . . Fort Marion, one hundred years in the making . . . the oldest house in America and the ancient slave market. Memories of centuries agone and daring adventures are evoked.

•

Mellowed by this fascinating past . . . the modern city enjoys a unique attraction . . . sports, fishing, bathing, yachting, golf, tennis and horse-back riding. Other entertainment is nearby . . . the world's largest aquaria . . . under-water motion picture studios. For the many guests gathering from every corner of the world . . . are attractive, modern hotels and the finest in resort hotel service.

•

St. Augustine is mainly a delightful city of homes, churches and schools. A friendly spirit and progressive civic pride . . . building for the future on the solid foundation of a romantic but realistic and enviable past.

Chamber of Commerce,
Saint Augustine, Florida
America's Oldest City

Slave Market—established 1598. Present structure erected 1824.

HOTEL MONSON

SAINT AUGUSTINE, FLORIDA

** On the Waterfront **

TROPICAL GRANDEUR . . . an "OLD WORLD ATMOSPHERE" . . . **THE MONSON** . . . a modern hostelry in an antique setting.

Convenience of this Hotel to the Plaza de la Constitution enables guests to be within easy walking distance of the shopping and business district . . . also the Spanish section of America's oldest city!

Every room has outside exposure . . . majority with baths. Elevator service is provided, likewise telephone in each room. American plan menu is offered . . . Monson cuisine is famous throughout the area.

*

A complete range of sports is available to the visitor. Numerous golf courses . . . fishing from the Bay and tributary rivers . . . or . . . down to the sea for the big fellows that try the angler's skill. Other forms of healthful sports!

*

Your selection of this hostelry insures both a hotel and home for either a short stay, or . . . special rates can be arranged for a long visit. During the season, unique entertainments are offered guests!

A warm welcome . . . a pleasant stay . . .

HOTEL MONSON
SAINT AUGUSTINE, FLORIDA

Chas. E. Young, Sr. * Chas. E. Young, Jr.

Looking over Matanzas Bay from the Hotel

Afternoon tea in our garden

MARINE STUDIOS
MARINELAND
St. Augustine ***Florida***

MARINE STUDIOS

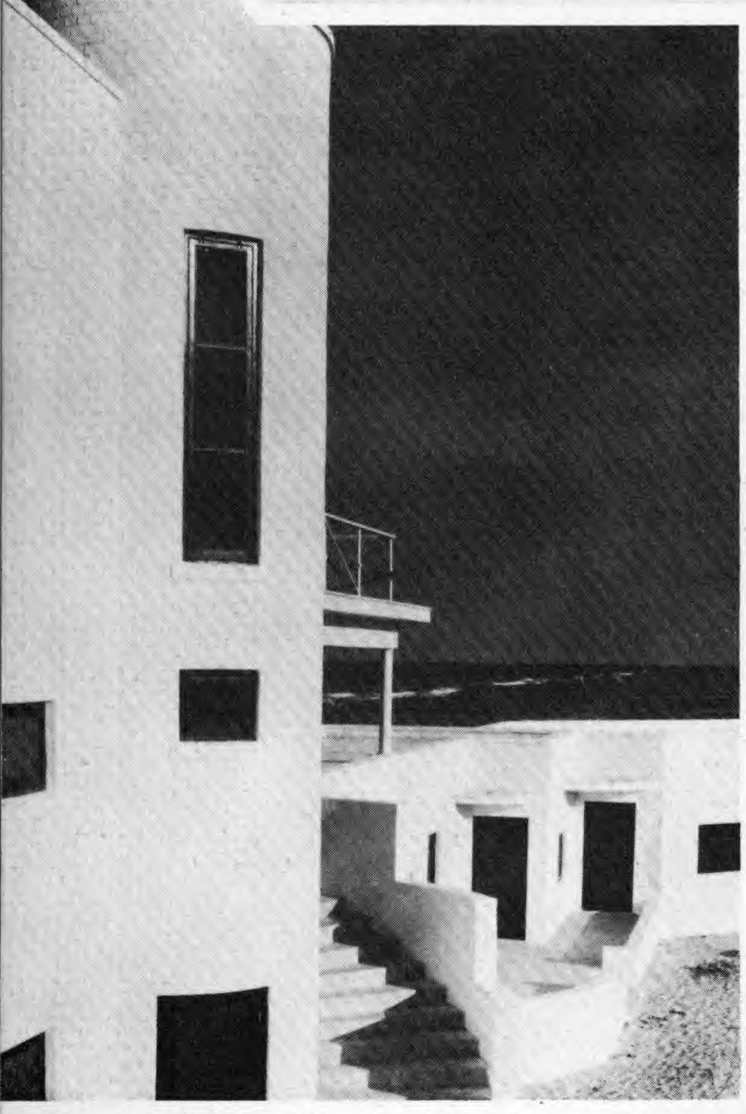
. . . largest aquaria tanks ever built . . . the World's only specially designed underwater motion picture studios! Located on the beautiful new Ocean Shore Boulevard (Florida 140), 18 miles south of St. Augustine and 35 miles north of Daytona Beach. Ocean Shore Boulevard is the newly paved scenic route between St. Augustine and Daytona Beach.

Here in Marine Studios is presented an actual cross-section of sub-marine life under conditions duplicated nowhere else. More than 200 portholes in the sides and bottom of the tanks afford the visitor an opportunity to observe and photograph the colorful, exciting undersea world.

Porpoises, Sharks, Rays and many other giant specimens swim before your eyes. The only place of its kind in the world! In addition, visitors will find that MARINELAND is Florida's newest vacation center.

Make MARINELAND your stopping point on the way North or South!

Under-water scene of diver feeding Mother and baby Porpoise . . . can be observed through one of the 200 portholes at Marine Studios!

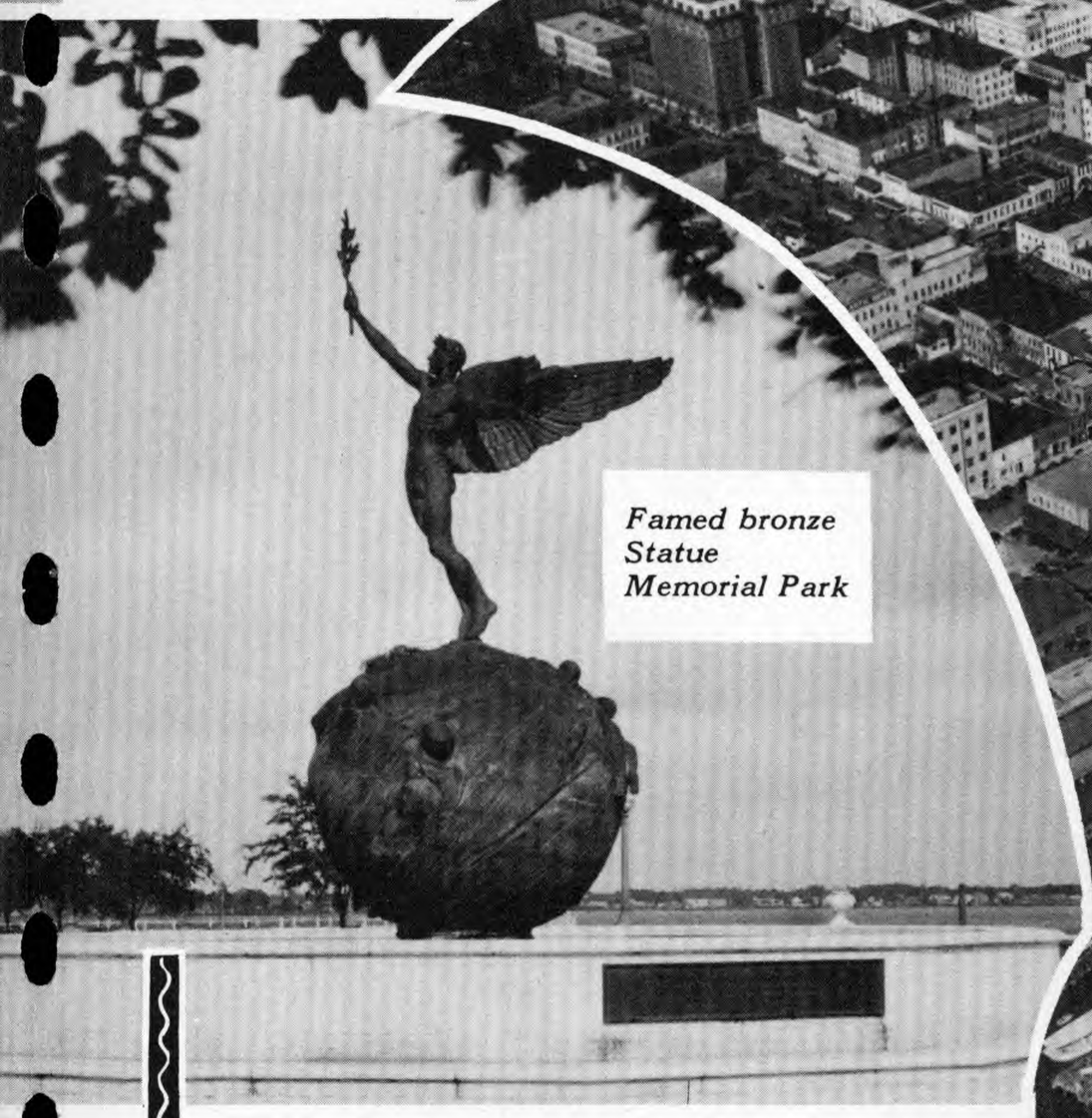


Marine Village Tourist Court . . . complete facilities and accommodations for the traveler . . . at nominal prices.

Exterior view of Marine Studios . . . unique construction . . . attractive modern architecture. Stairways to the interior galleries.

Jacksonville's Beaches offer limitless pleasures.

Jacksonville's magnificent modern airport . . . one of the Nation's finest.



Famed bronze Statue Memorial Park

JACKSONVILLE

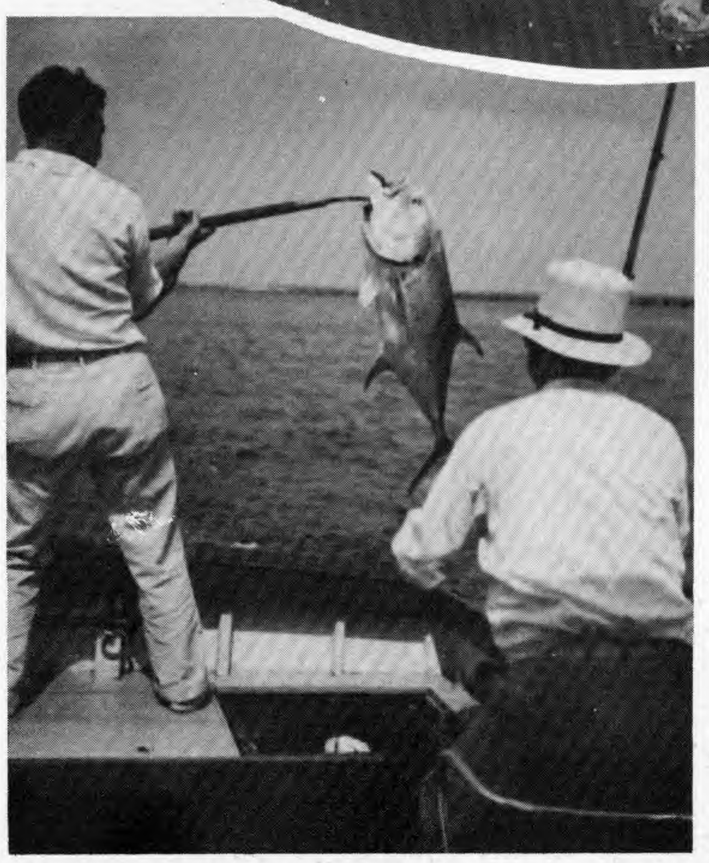
Friendly City of Endless Charm

Here's a gay Florida playground where vacation dollars buy more . . . where a friendly sun and a stimulating climate heighten the colorful pleasures of a cosmopolitan city.

Jacksonville — sun-blessed in winter; sea-breeze cooled in summer—and endowed with a matchless beach, 600 feet wide, a thrilling surf—bathing every day in the year . . . golf on your choice of several sporty courses. Revel in excellent salt and fresh water fishing . . . good hunting in season . . . water sports and boating on picturesque St. John's River . . . park games, shuffleboard, quoits, tennis . . . horseback riding on jungle trails or sightseeing trips through a scenic countryside.

Florida's largest city . . . the commercial, financial and industrial capital of the State; a city of attractive homes and churches, fine schools, beautiful tropical parks and a cordial citizenry. Wherever you live you can reach this resort playground quickly. Jacksonville is only 20 hours from New York by rail and 6 hours by plane. Comfortable ocean steamers maintain fast, regular schedules.

For detailed information about hotels, restaurants, shops, places, places to go and things to do, write
TOURIST & CONVENTION BUREAU
900 Hemming Park, Jacksonville



Sportsman's Paradise . . . game birds in the nearby uplands . . . game fish testing the skill of ardent anglers . . .

while Old Slave Cabins on Fort George Island intrigue the lover of historical landmarks.

Jacksonville's Hotel Windsor . . . for years the symbol of hotel perfection, especially to those thousands of Winter Visitors to Florida who have been our guests.

The Windsor is delightfully located facing beautiful Hemming Park, the heart of Jacksonville's business, shopping and theatre district.

You'll enjoy the restful charm and comfort of the large, luxuriously furnished guest rooms . . . which impart a feeling of leisurely, gracious living rarely found these days . . . its unique parlors and public rooms.

The excellent food and splendid service of the Terrace Dining Room . . . and the broad open veranda bathed in bright morning sunshine or the warm comfort of its glass enclosed portion on cool days.

For guests who come by motor, there is the added convenience of our own Storage Garage, directly connected with the hotel lobby.

Rates are moderate for the fine accommodations offered and the high character of courteous, unobtrusive, yet efficient service rendered our guests.

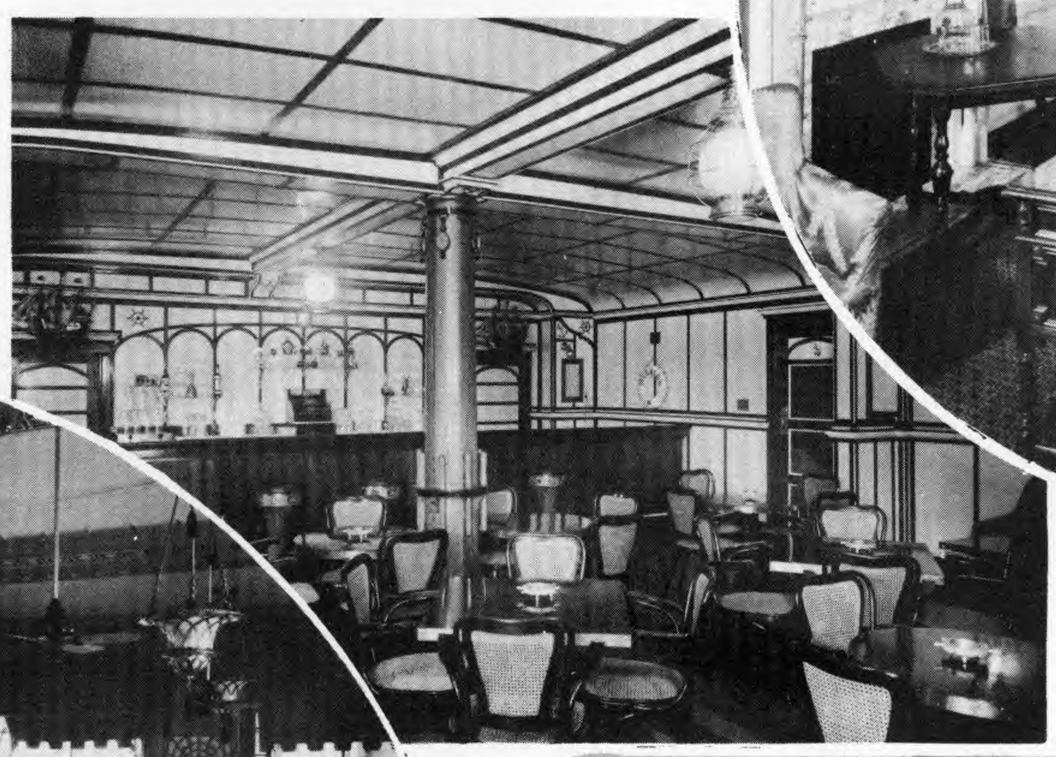
For Rates and Reservations, Write or Wire
Jerry R. Caldwell, Manager
A ROBERT R. MEYER HOTEL

the HOTEL Windsor JACKSONVILLE Florida

You'll be charmed by the quiet dignity of the Lobby and its atmosphere of cordial hospitality.

The Windsor's unique Cocktail Lounge . . . "Below the Decks"

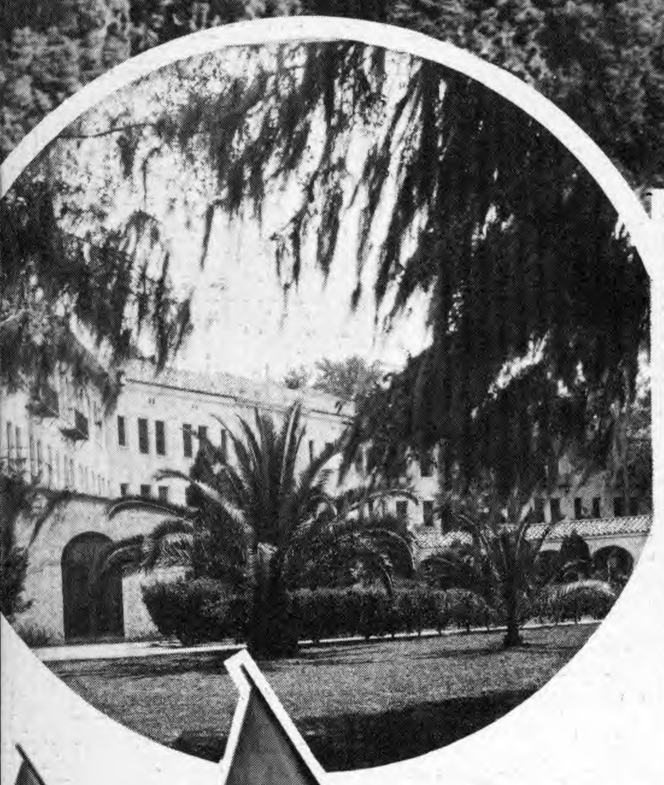
The Terrace Dining Room features noteworthy cuisine and capable service



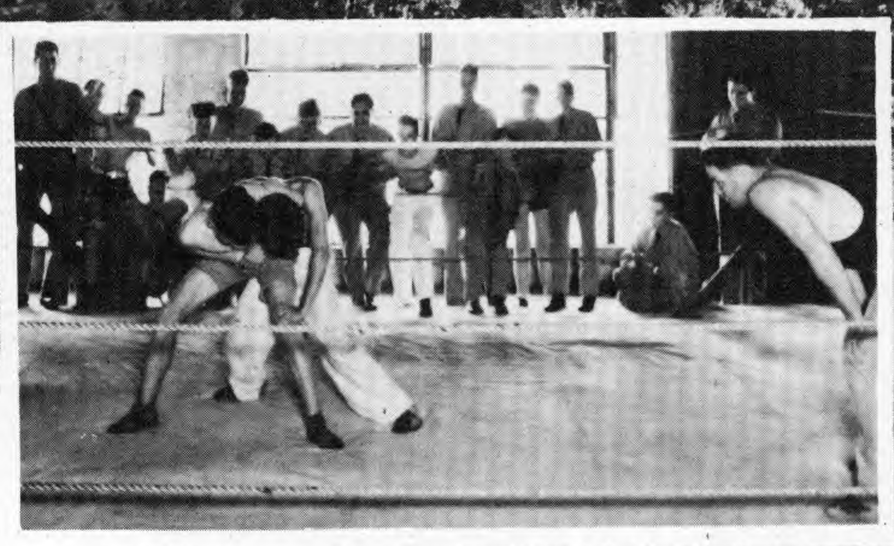
Guest rooms are large, airy and luxuriously furnished for complete comfort.

THE BOLLES SCHOOL

Father and Son Banquet



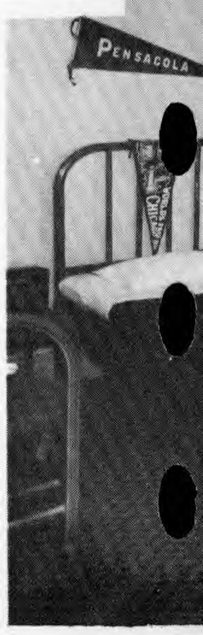
Barracks on the River Campus



Wrestling

Tennis

Naval Unit's Cutter under sail

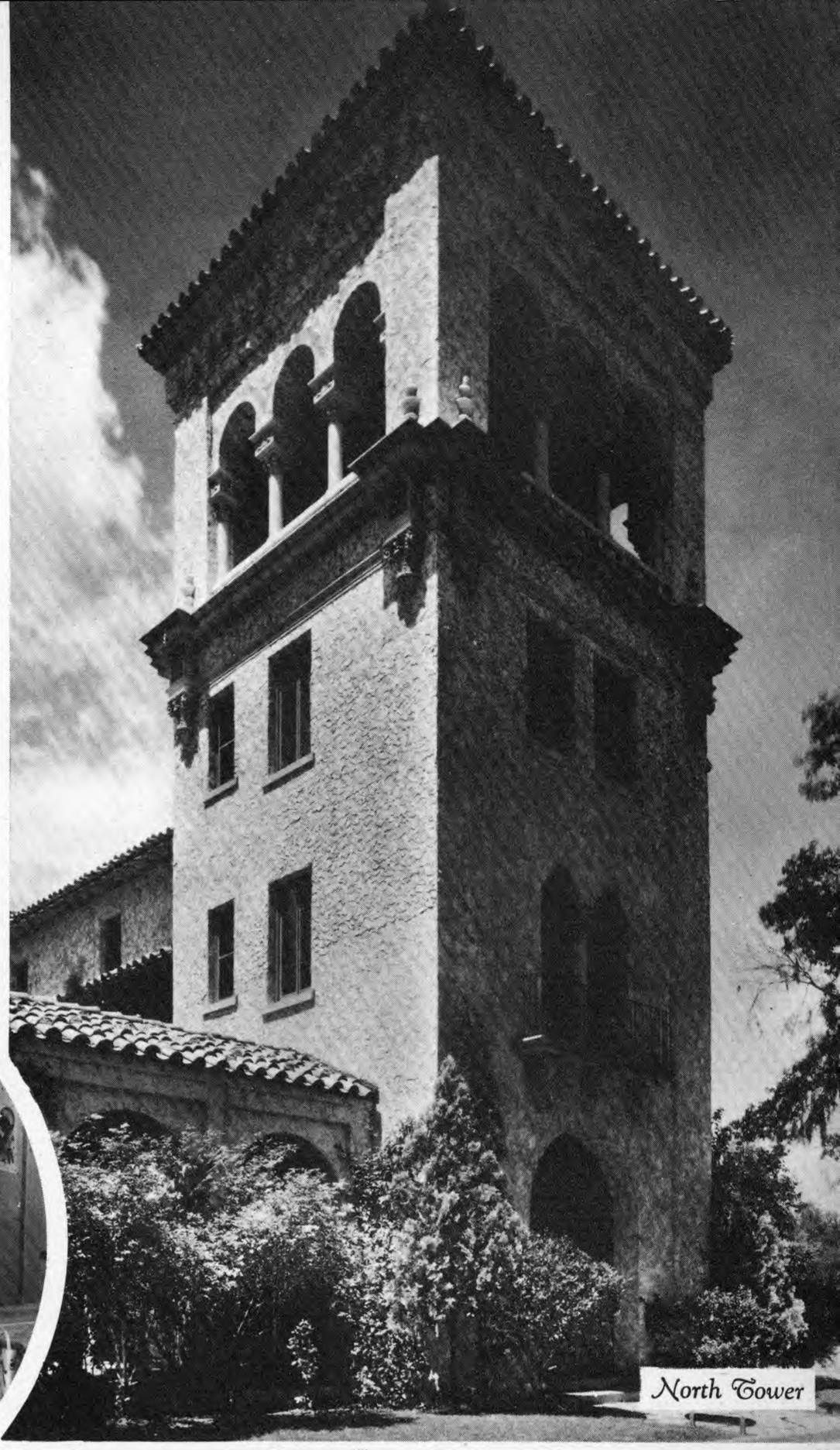


FOR PARENTS OR GUARDIANS who wish to spend the winter season in Florida but would rather not put great distance between them and a son or ward in a northern school, The Bolles School near Jacksonville offers an ideal solution to a vexing problem.

THE SCHOOL conforms to the highest educational standards in preparing boys for college and business life and offers a well rounded program of athletics, military and naval training and academic instruction.

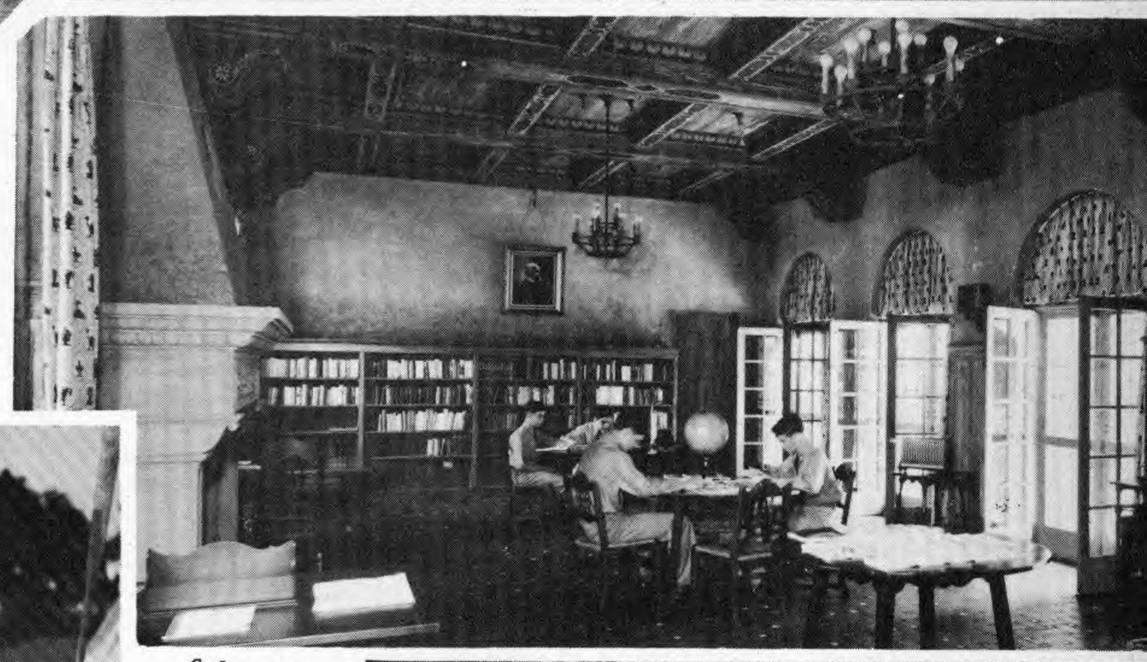
THE ADVANTAGES of extensive grounds and modern buildings are enhanced by an ideal year-round climate which permits outdoor sports every day. Winters are temperate and free from the severe cold of the North, yet sufficiently brisk to be invigorating and stimulating.

WE SUGGEST that you write for a catalogue, investigate the school through its patrons and, if possible, inspect the school personally. *Address your request for a catalogue to the Headmaster,* THE BOLLES SCHOOL, Jacksonville, Florida.

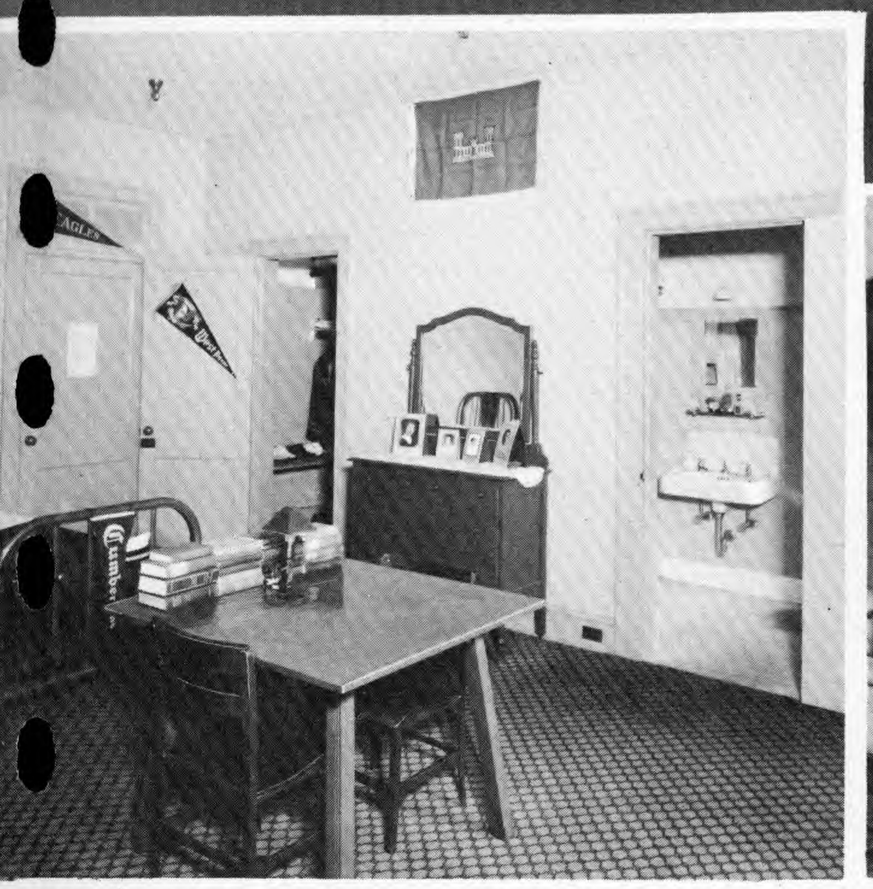


North Tower

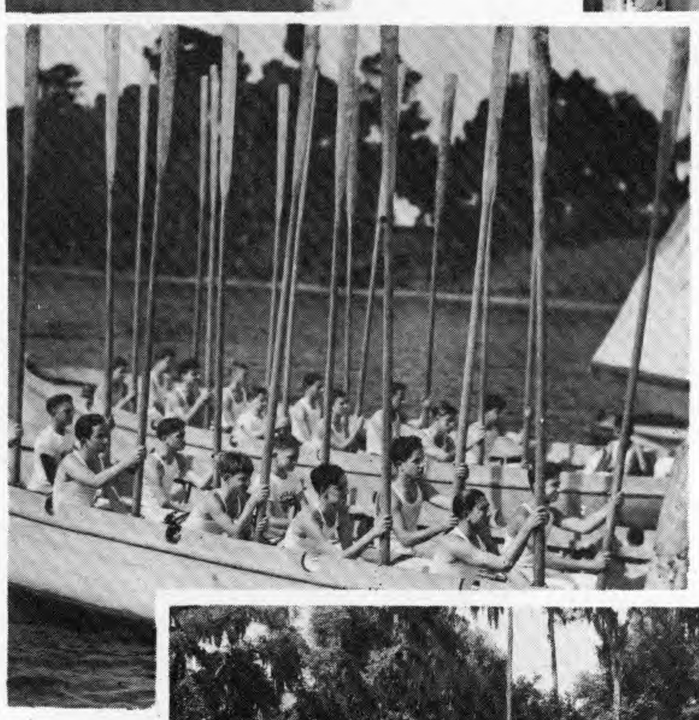
Science Laboratory



Library



Student Bedroom



Rowing Practice

School Dance

Swimming Pool

Main Building from the Parkway

HOTEL MAYFLOWER

JACKSONVILLE, FLORIDA

GREAT NAMES AND GREAT INSTITUTIONS *instantly call to mind the individual characteristics for which they have become famed.*

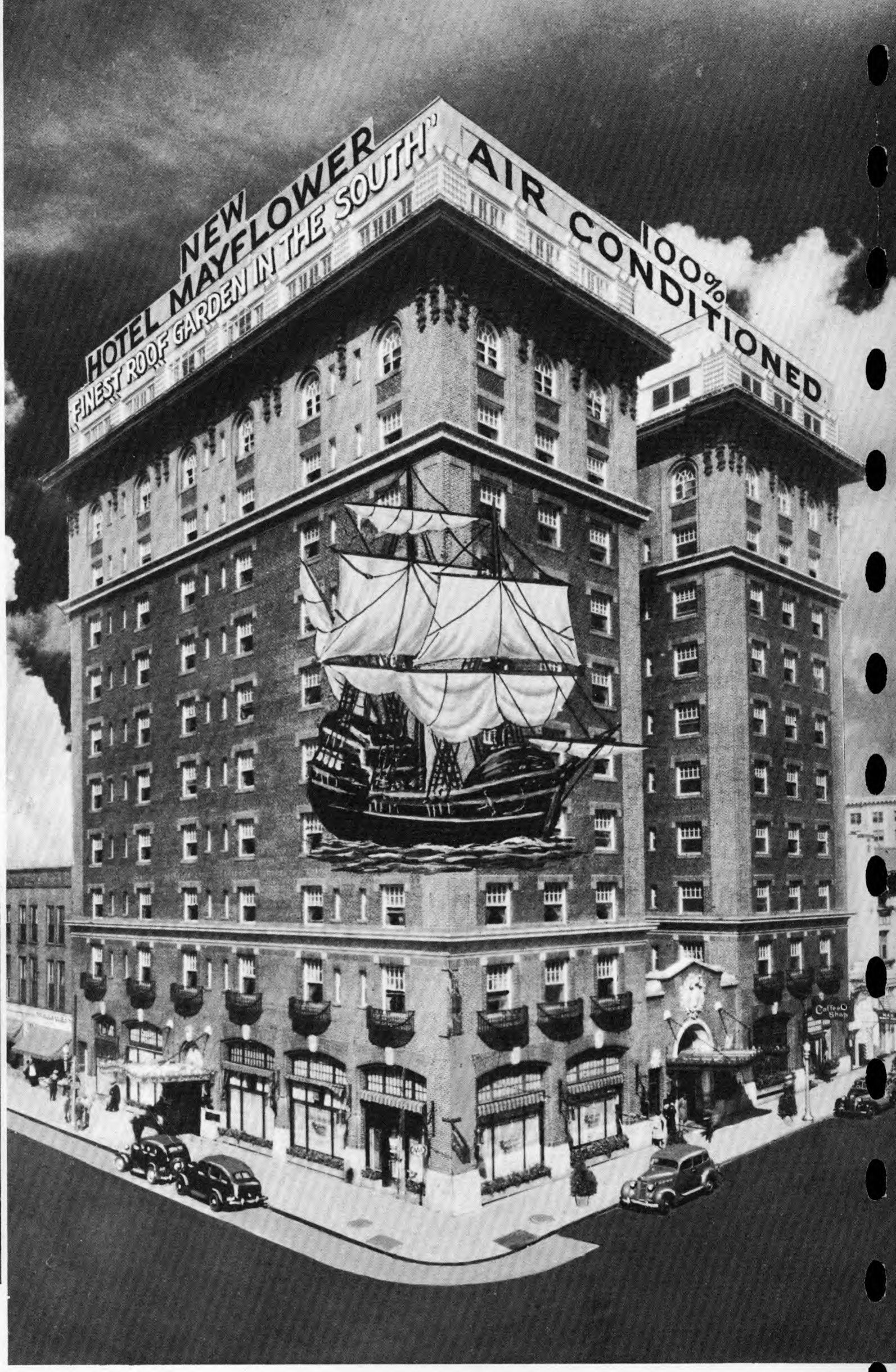
The Hotel Mayflower, to those who have enjoyed its distinctive service—no matter where the former guest may be—brings back memories of enjoyable days and nights spent in this modern—yet delightfully homelike hostelry . . . noted landmark of the Gateway of Florida.

Coffee Shop — private dining room — tavern — roof garden alike . . . serve homely dishes cooked just as you long for them . . . or supreme epicurean dishes you have always wanted to try.

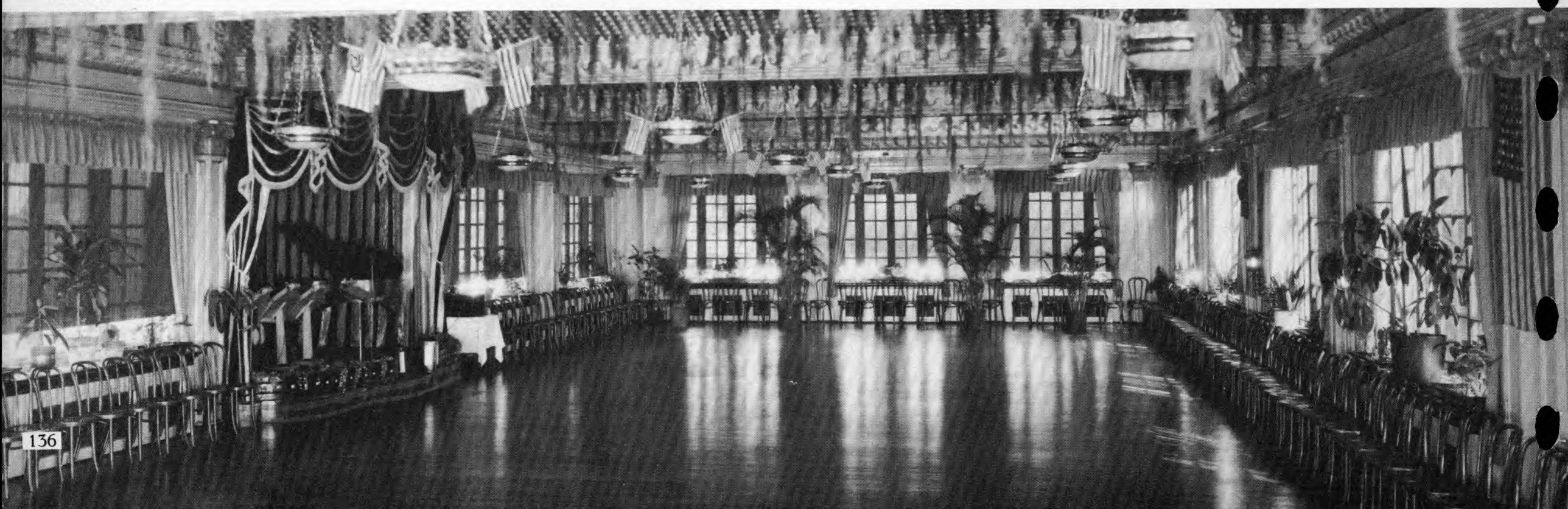
The new Mayflower Roof provides accommodation for 650 . . . while the assembly room accommodates 250 . . . facilities seldom duplicated for convention guests. The service is uniformly prompt and always unobtrusive, the guest's comfort and enjoyment being the first aim of every member of the personnel.

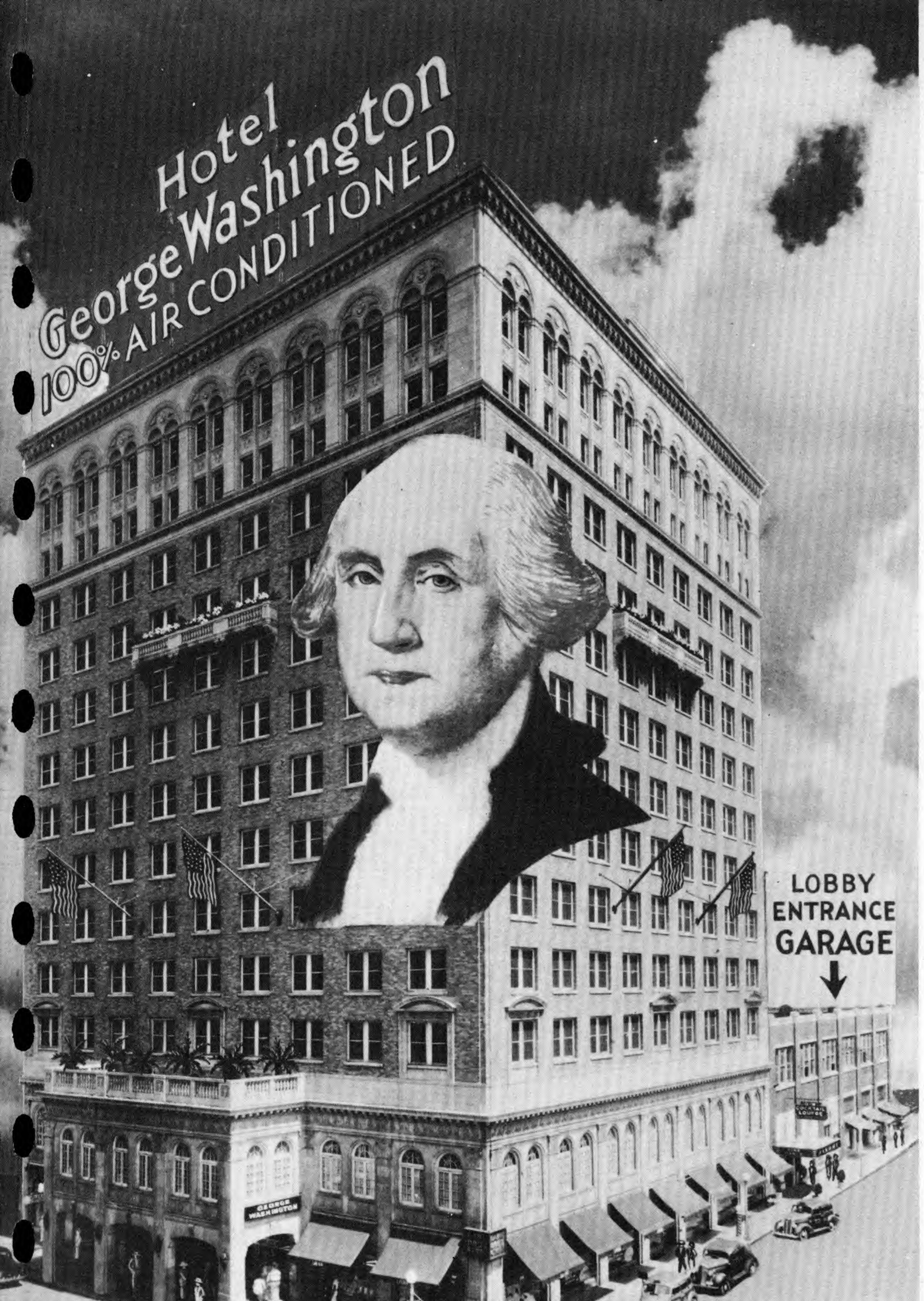
Fireproof adjoining storage garage — service in keeping with that of the hotel itself

James A. Driver
Manager
A ROBERT KLOEPPEL HOTEL

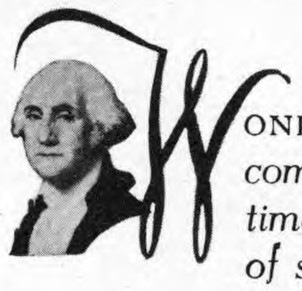


Modern individually controlled optional air conditioning throughout . . . luxurious appointments—restful chairs—soft, downy beds—a friendly atmosphere of home . . . courteous, swift, silent, intelligent service . . . happy recollections to insure a return.





HOTEL
GEORGE WASHINGTON



WONDER HOTEL OF THE SOUTH . . . *combining modern luxury with old time hospitality in one of the finest of southern hostelries.*

Overlooking majestic St. Johns River . . . world travelers recollect with pleasure the distinctive, sincere and individual service for which the George Washington is justly famous.

The George Washington is the scene of society's every smart event — creating constantly for its visitors a wide variety of sparkling entertainment . . . outstanding shows and orchestras in its Rainbow Room.

Club Breakfasts, Table d'Hote Luncheons and Dinners or A La Carte, prepared by famous chefs in truly Southern Style. Musical programs at the dinner hour. The George Washington clientele is that of the connoisseur . . . who appreciates the best.

Appointments are the last word in modern comfort . . . three hundred commodious rooms, connecting rooms and suites . . . optional and individually controlled air conditioning gives the final touch of the perfect hotel . . . cool in the summer, warm in cooler weather.

For Reservations Write or Wire
ROBERT KLOEPPEL, President-Director

The George Washington Hotel and Hotel Mayflower are both under Kloeppel management; likewise the George Washington in West Palm Beach, Florida.

Portion of luxurious lounge . . . the famous Rainbow Room

St. John's River at Jacksonville

NASSAU

Riviera of the WEST INDIES

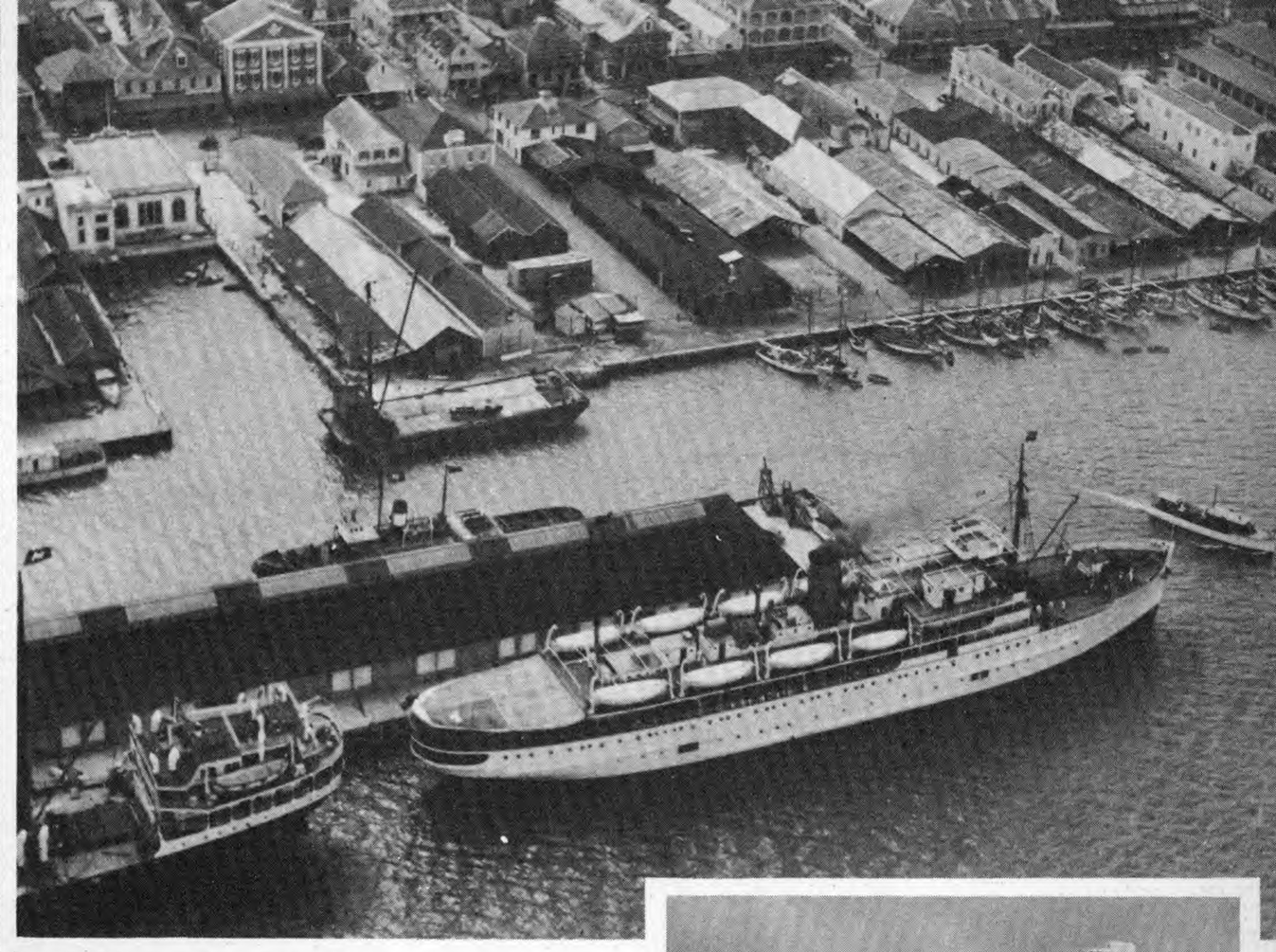
Government House . . residence of His Excellency, the Governor.

Crystal white sand, gentle surf, glorious sunny days.

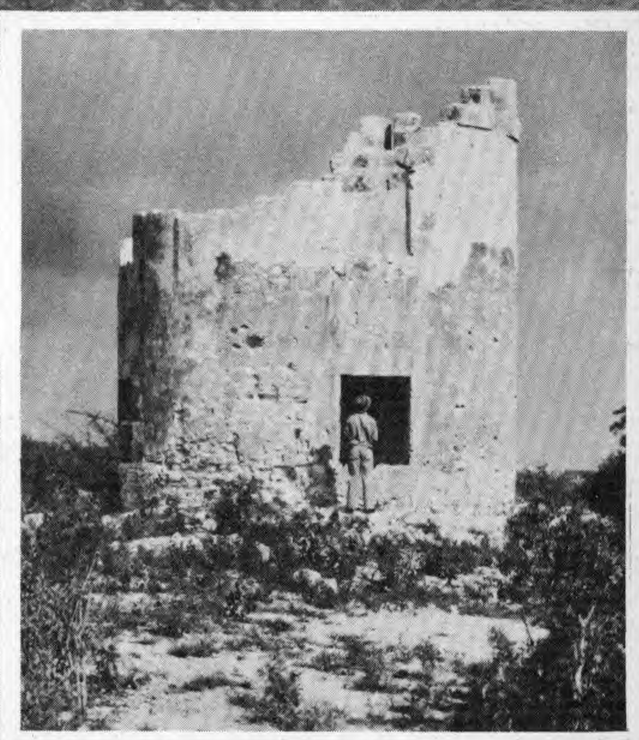
"Down to sea" to see the fishing fleet.

Court House — where British Colonial justice is administered

Sponge Market . . . "The Fleet's In"



The Docks, Nassau Harbour



Blackbeard's Tower, Relic of Pirate Days

Nassau in the Bahamas

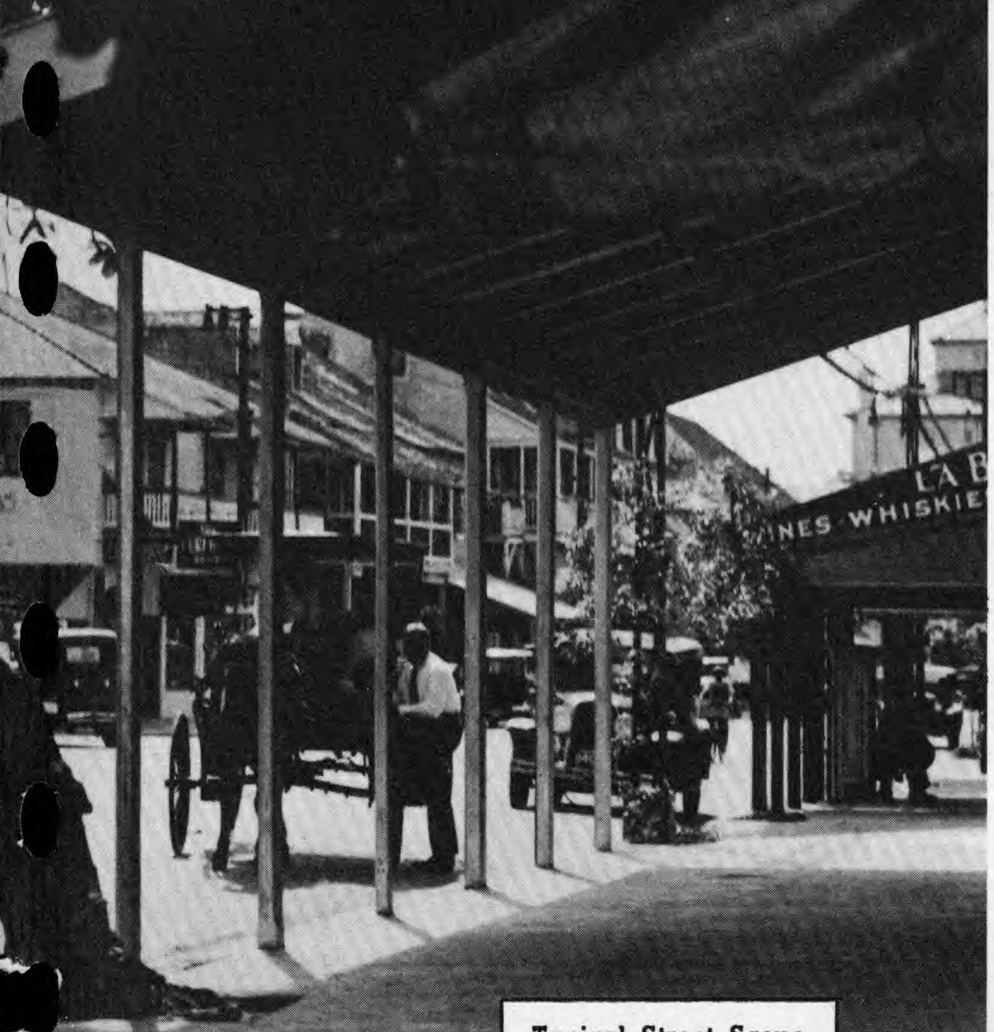
AMERICA, a plane . . . two hours across the Gulf Stream, then "Old England" in Nassau and the Bahamas . . . colourful outpost of the far-flung British Empire.

Rich in romance and historic atmosphere, a former pirate stronghold dating back to days of the Spanish Main . . . Nassau today is unique among winter resorts of the world.

Ancient forts, guardians during an early turbulent area . . . today look down on colourful fishing and sponge fleets bringing treasures into a peaceful harbour.

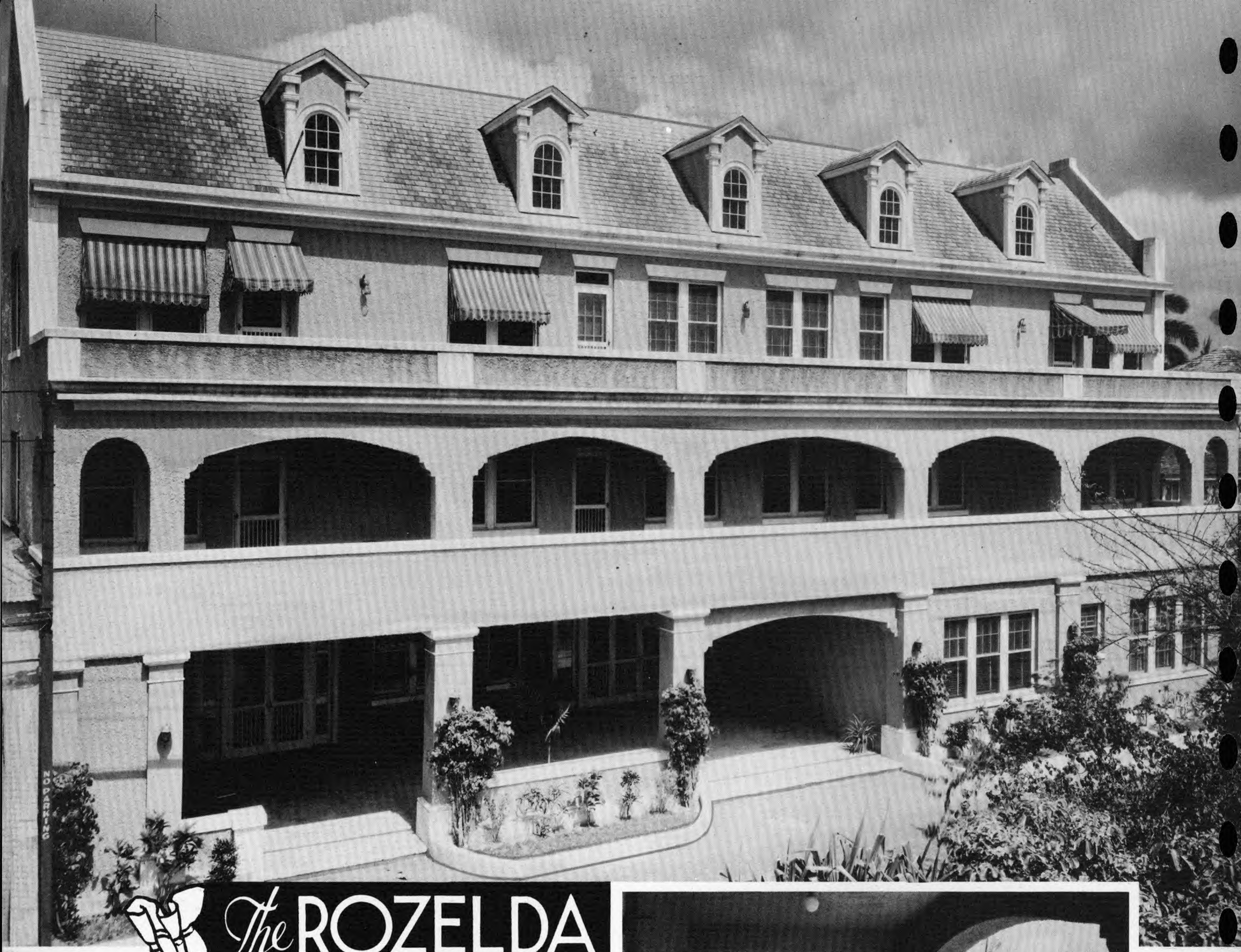
Though an island community there is radio, telephone and telegraph service out to the world. Nassau invites you to a totally different, more interesting and extremely fascinating winter vacation land. There is charm, beauty and quaintness.

NASSAU BAHAMAS DEVELOPMENT BOARD



Typical Street Scene

Nassau Golf and Country Club



The ROZELDA

Transplanted . . . "home" atmosphere of Old England in the heart of Nassau . . . where vacation enjoyment reigns.

Queen's Stairway . . . native memorial to Queen Elizabeth

Completely equipped apartments with electric ranges and refrigeration, or single hotel rooms. The requirements of an individual or family alike can be quickly filled. Live in the privacy of a self-contained home . . . or, if you choose, as a hotel guest.

✣

Luxuriously furnished in the modern manner is the delightful lounge . . . rendezvous of a discriminating clientele and their friends. Rooms are spacious, with high ceilings . . . wide cool verandas.

✣

Bahamian dishes cooked in native manner as served at the Rozelda Grill are world famous . . .varied menu, skillfully blended, stamps this one of the best restaurants in Nassau.

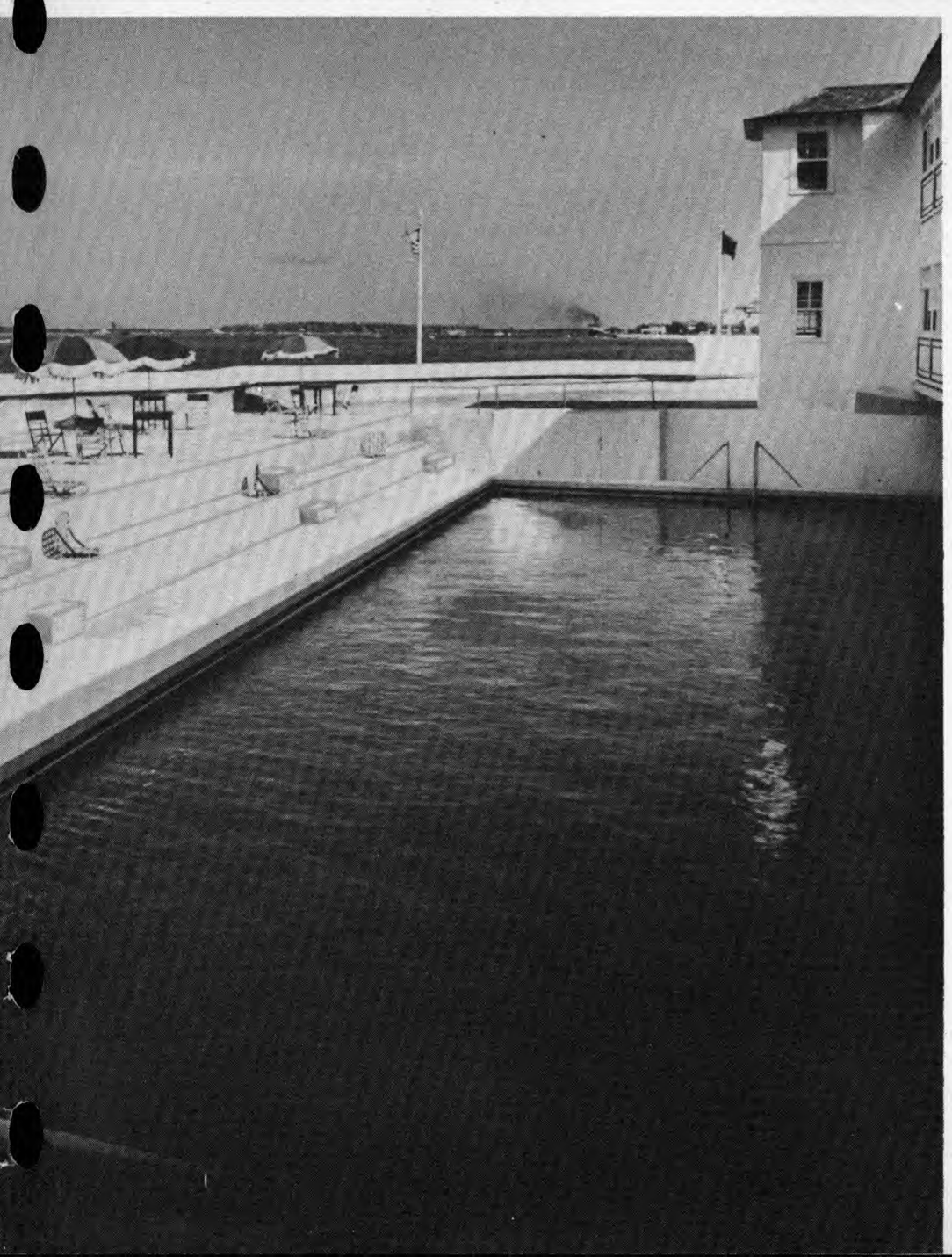
We *suggest a reservation*

THE ROZELDA HOTEL

Nassau-in-the-Bahamas

B. W. I.

Cable: Theodore



Luxury awaits you at The SHOREHAM

OVERLOOKING TROPICAL HUED WATERS of the Atlantic . . . The Shoreham . . . newest of Nassau hotels.

A distinctive and charming dining room with a cocktail bar overlooking the swimming pool . . . If you prefer, dine on the ocean deck terrace beneath tropic skies . . . breathe the tang of salt air. At night . . . the attractive Marine Grill. French cuisine . . . served in the continental manner.

Located in exclusive Cable Beach . . . convenient to bathing beach, golf and country club, race track and shops.

Discriminating guests who desire modern appointments . . . every room with private porch and bath . . . complete comfort with an ocean-front location . . . select THE SHOREHAM.

For Rates, Write or Cable

THE SHOREHAM HOTEL

Nassau-in-the-Bahamas, B. W. I.

Cable: Theodore.

HILLSBOROUGH • RIVER • STATE PARK

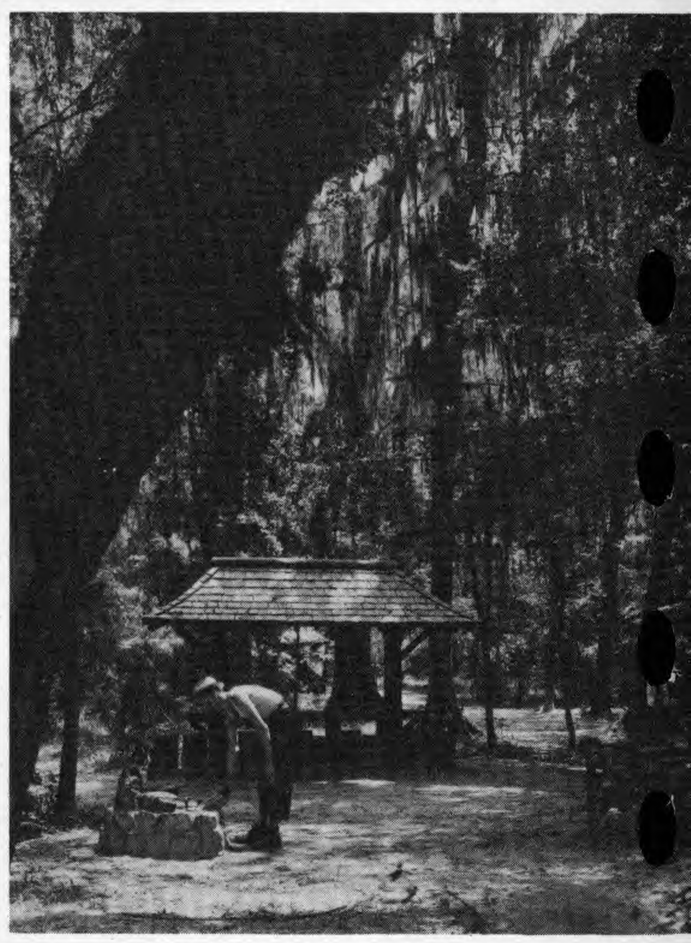
STATELY PALMS, GIANT OAKS, Luxuriant Ferns, Exotic Flowers, Vines and Shrubs . . . *Hillsborough River State Park*, the complete and satisfying answer to one's idea of sub-tropical natural grandeur.

"Nature in all Her Majesty" unharmed . . . by the so frequent intrusion of development activities. *Trees, so often sung of . . .* a beautiful river, sparkling rapids . . . lights and shadows.

Here is a secluded and exclusive rendezvous for those who seek *inspiration and exhilaration* in the midst of Nature's perfect handiwork.

Picnic Tables . . .
Open Barbecue.

Deep River. Deep in the Jungle.

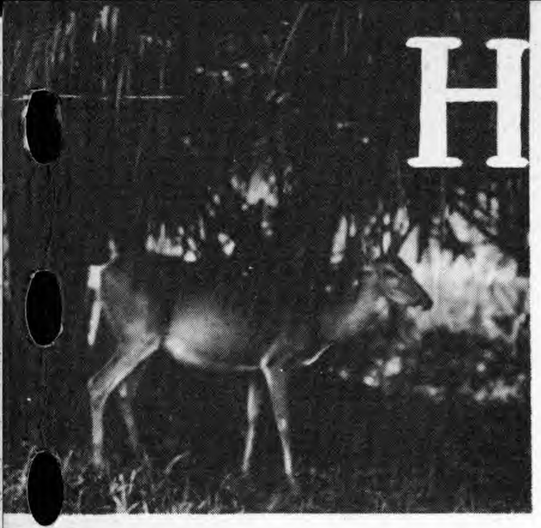


A private dining nook under the Oaks.

Wild Orchids . . . A delight for the fancier.

Cool waters mirroring Spanish Moss.

FLORIDA FOREST AND PARK SERVICE



HIGHLANDS HAMMOCK STATE PARK

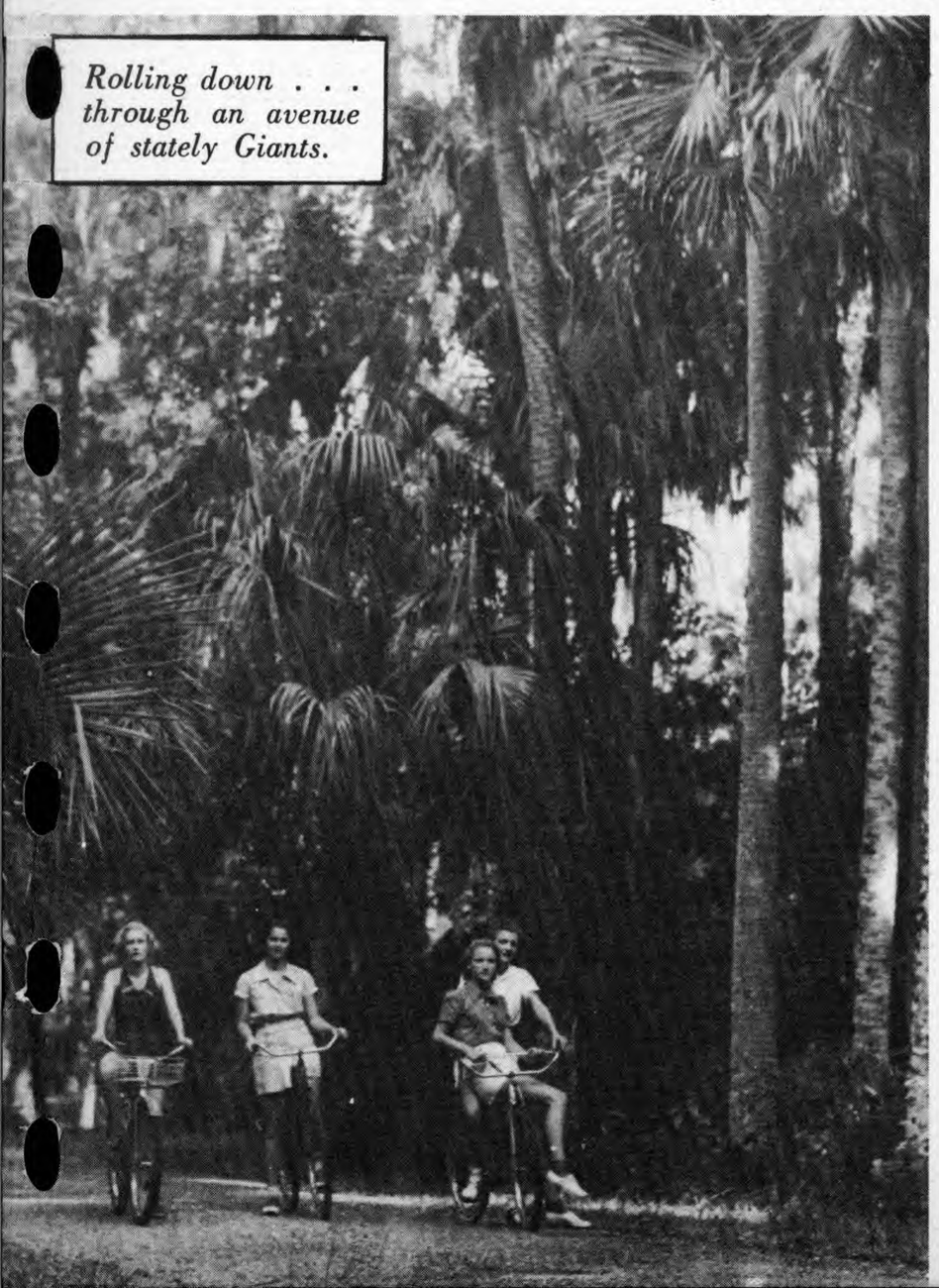
Near Sebring and Avon Park Florida

REX BEACH *caught the spirit* when he wrote "Nowhere in the State is there a more perfect Paradise, a more natural park. It took nature centuries to fashion this Garden of Eden . . . human hands could never duplicate it . . . *happily it is to be preserved for posterity* to enjoy.

An ideal bird and game sanctuary . . . rich in food-bearing plants and shrubs . . . huge oaks, some of enormous girth and majestic spread, stately cabbage palms by the thousands, elms, cypress, maples and sweet gums. Beneath this roof of evergreen is a riot of vines, plants and small shrubs. A natural arboretum of enchanting beauty."

Mid-day luncheon . . nature's dining room.

Lights and shadows . . . reflected in Nature's mirror.



Rolling down . . . through an avenue of stately Giants.

Rustic walks penetrating into silent secrets . . . of the jungle.

Scenes at the University of Florida.

Administration Building—University of Florida

University of Florida Military Band

On Campus of University of Florida

GAINESVILLE •

in Alachua County • Florida •

HOME OF
UNIVERSITY *of* FLORIDA

Located on the Orange Blossom Trail, Florida's most scenic route, running straight through the great citrus, lake and ridge area of Central Florida.

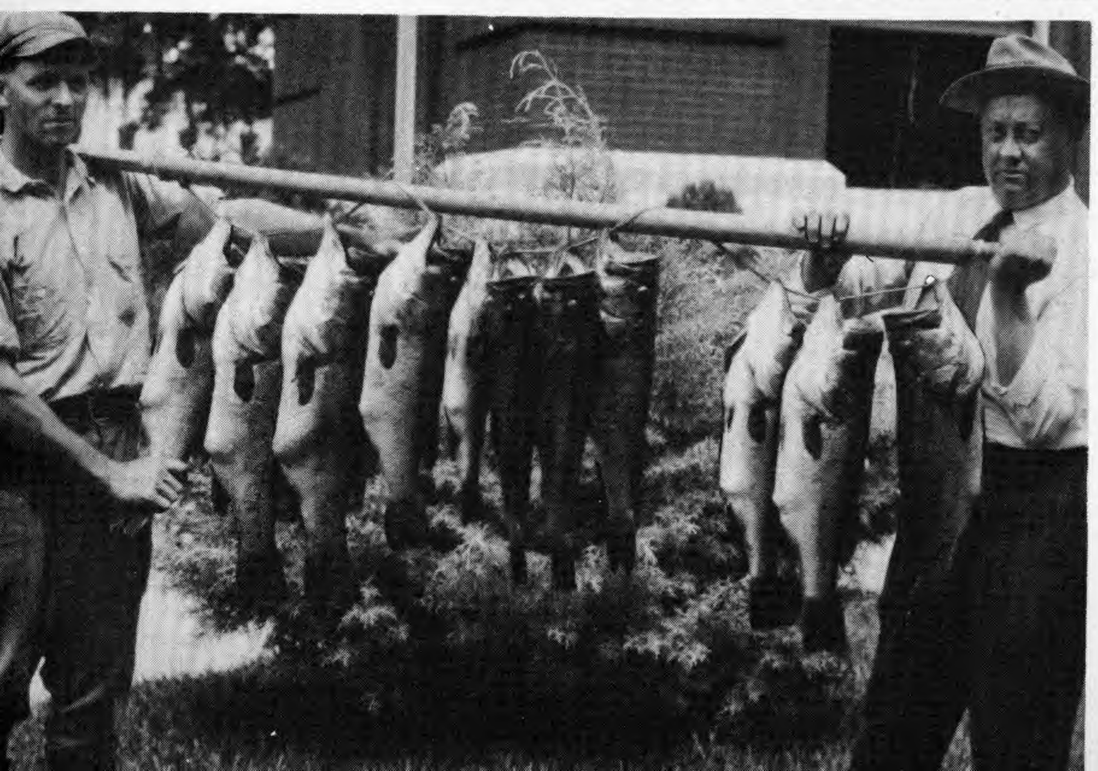
Just far enough down the peninsula to be tempered winter and summer by breezes from the Atlantic Ocean and Gulf of Mexico.

Gainesville and Alachua County have earned the title of "Center of the Tung Oil Industry in the United States" due to the fact that 90% of all Tung Oil produced in America up to the present time has been produced in the Gainesville area.

A City of Beautiful Trees

The Gainesville Chamber of Commerce extends an invitation to those who would like to know more about Gainesville to enter into correspondence with the Secretary of the organization

Street Scene



Big Mouth Bass Fishing

Country Club 18 Hole Golf Course

HOTEL THOMAS

. . . Gainesville . . .

IN A BEAUTIFUL six-acre park surrounded by majestic oaks and graceful palm trees is the Hotel Thomas . . . ultimate in modern hotel accommodations.

Center of the social life of this interesting University City . . . here *guests enjoy many social functions and sports.* Available to golfers is the Gainesville Country Club . . . *quail and duck hunting* nearby, and all important Florida cities are readily accessible by motor.

One hundred *delightfully furnished, large guest rooms* . . . numerous public rooms. The Spanish Court and two other dining rooms enjoy an enviable reputation for excellent cuisine amid a fascinating environment.

HOTEL THOMAS
Virginia Avenue and Lassiter
Gainesville Florida

A tasty meal in the setting of a regal banquet . . . The Spanish Court.

HOTEL THOMAS

. . . Gainesville . . .

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HOTEL THOMAS
Virginia Avenue and Lassiter
Gainesville Florida

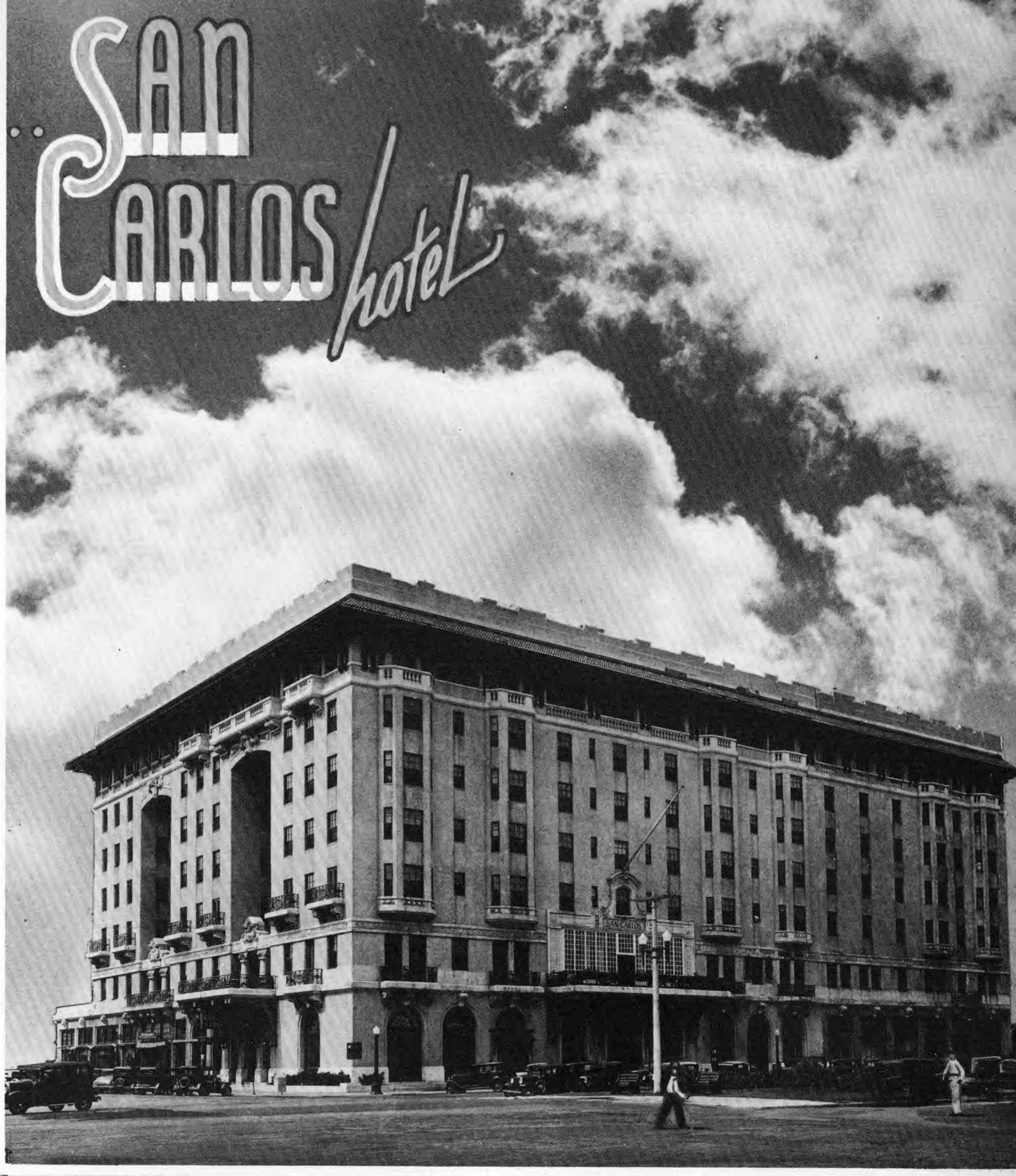
A tasty meal in the setting of a regal banquet . . . The Spanish Court.

◆ CITY OF PENSACOLA ◆

Along the Scenic GULF COAST HIGHWAY *following*
THE OLD SPANISH TRAIL

In Pensacola FLORIDA . . .

. . . SAN CARLOS hotel



A TOUCH OF LUXURY . . . Surrounded by the Sunshine and Glory of Northwest Florida's Gulf Coast.

Distinctly of the deep South, The SAN CARLOS nevertheless reflects a vivid after-glow of Spain and the Old World . . . The Barcelona Room . . . Patio . . . Grill . . . The Shantung Room . . . rich furnishings . . . rare old paintings . . . its name derived from Fort San Carlos . . . erected by Spaniards in 1696.

Here the visitor finds rest . . . entertainment . . . varied sports . . . fresh water and deep sea fishing . . . hunting . . . golf, tennis, and yachting. Scenic tours, Old World delight . . New World appointments.

Food to remember . . . old Southern dishes . . . sea foods . . . rare old wines . . distinctive service. This is THE SAN CARLOS HOTEL.

SAN CARLOS HOTEL
L. C. Gagler
President and Managing Director
Pensacola, Florida

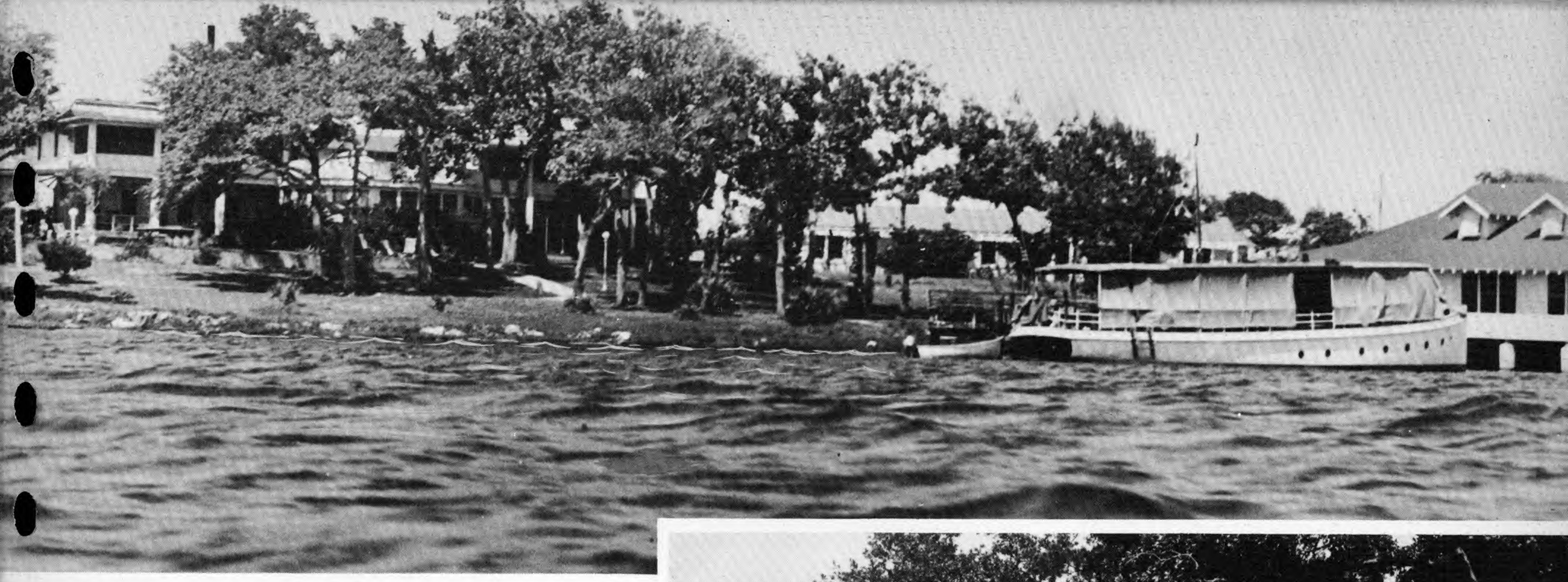
Open the Year Round . . . . .

A rendezvous for a cocktail . . . and a friendly chat.

OPEN ALL YEAR

■

Spacious lobby . . . romantic patio . . . dreamy atmosphere . . . quiet reading corners.



MIRAMAR HOTEL

FORT WALTON - FLORIDA

ON THE SHORES OF SANTA ROSA SOUND and Gulf of Mexico in picturesque Fort Walton . . . is the MIRAMAR . . . a year 'round hotel of distinctive charm.

REACHED by a beautiful drive on the famous new scenic Gulf Coast Highway . . . this modernly equipped hotel offers every opportunity for its guests to derive the maximum enjoyment of every minute during the entire term of their stay.

SPORTS . . . Golf, with nominal green fees, Surf Bathing . . . Motor Boating in Santa Rosa Sound and Fishing for the "big fellows" in the Gulf or . . . "taking it easy" with the "small fry" in the calm waters of the Bay or on one of the many nearby lakes.

THE MIRAMAR is more than a hotel! It is a real home. An ever cordial relationship between its guests and the management retains this atmosphere. Operated on the American plan . . . we have a justifiable pride in our dining room and the meals for which it is famous!

Moderate Rates *Schedule on Request*

MIRAMAR HOTEL

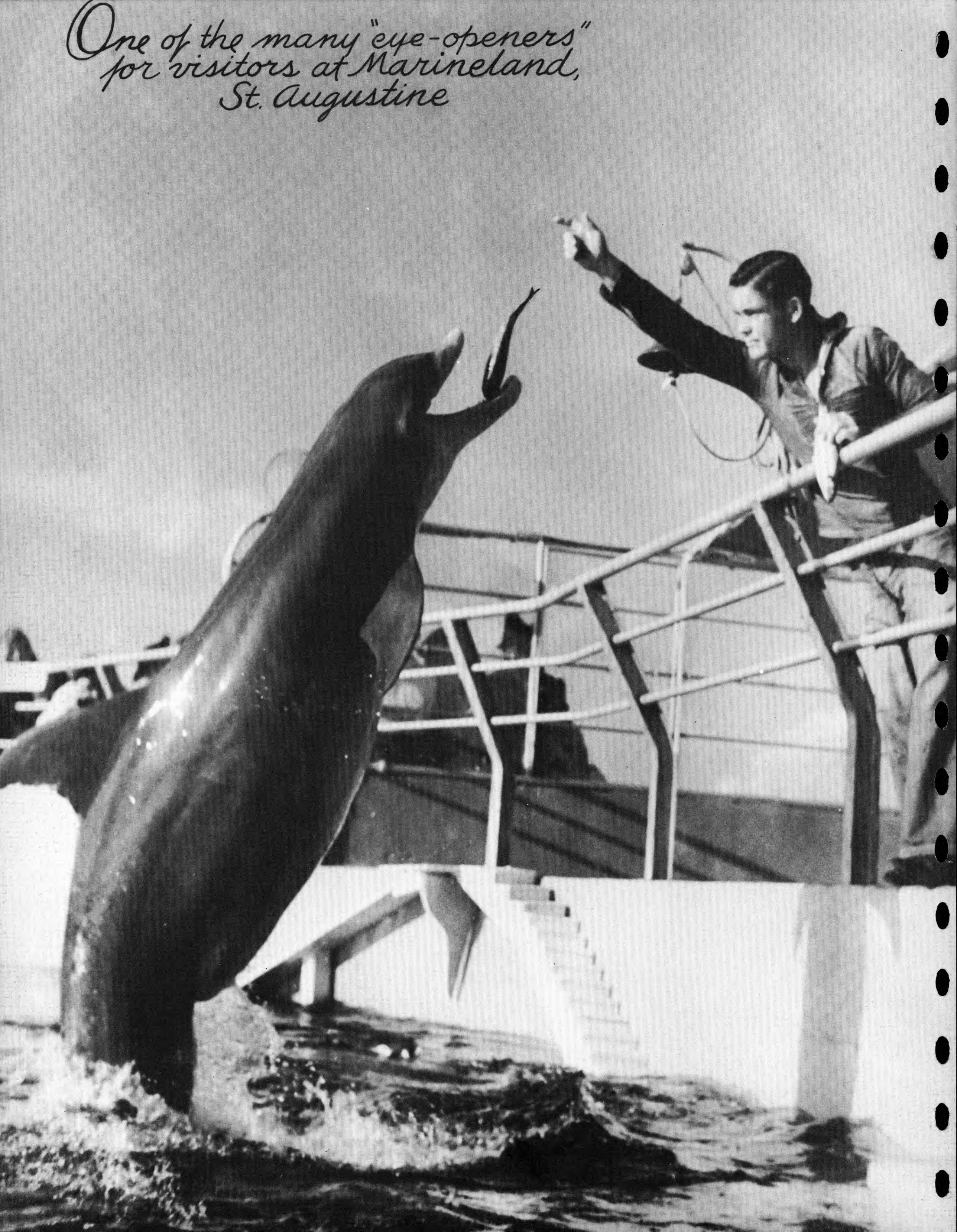
Fort Walton * *Florida*

The Main Building . . . inviting grounds!

Overlooking the Bay. . . . Boats for any type fishing available.

One of our new guest cottages . . . located on the grounds.

One of the many "eye-openers"
for visitors at Marineland,
St. Augustine

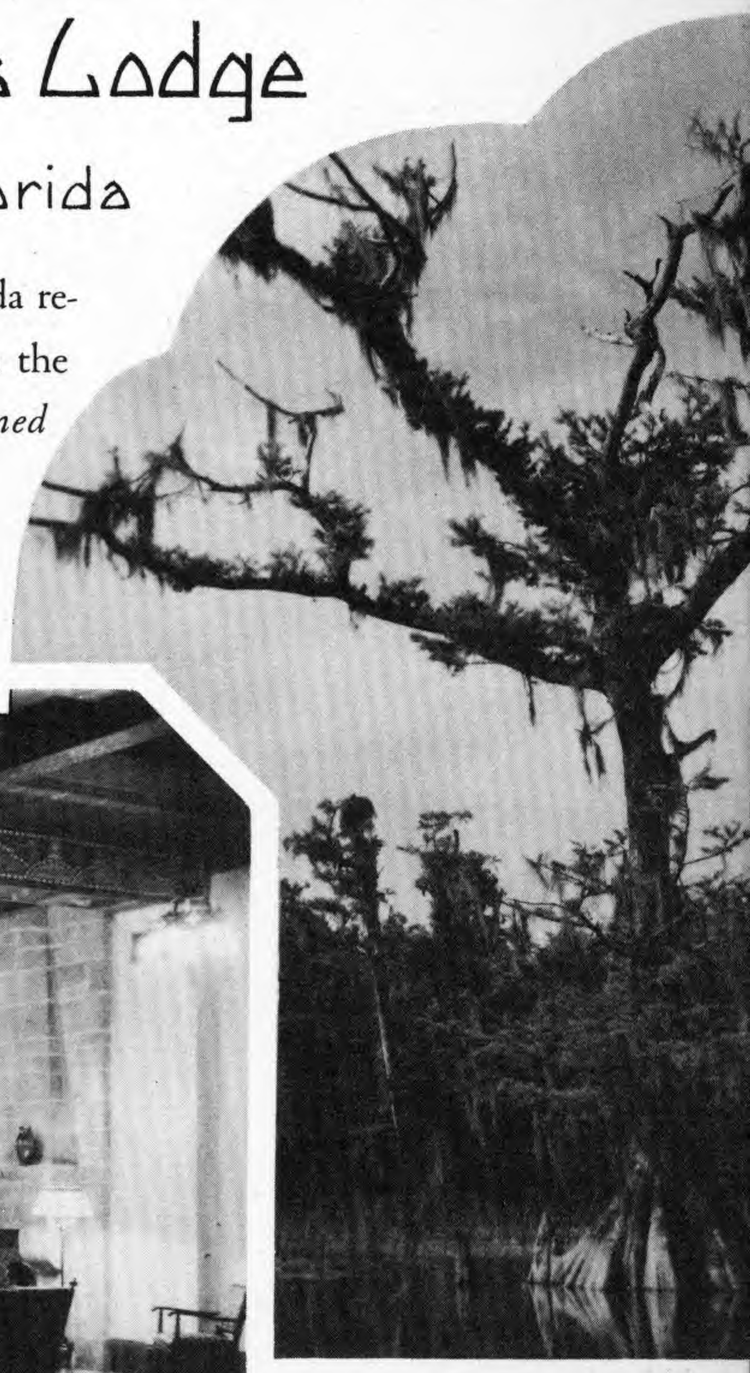


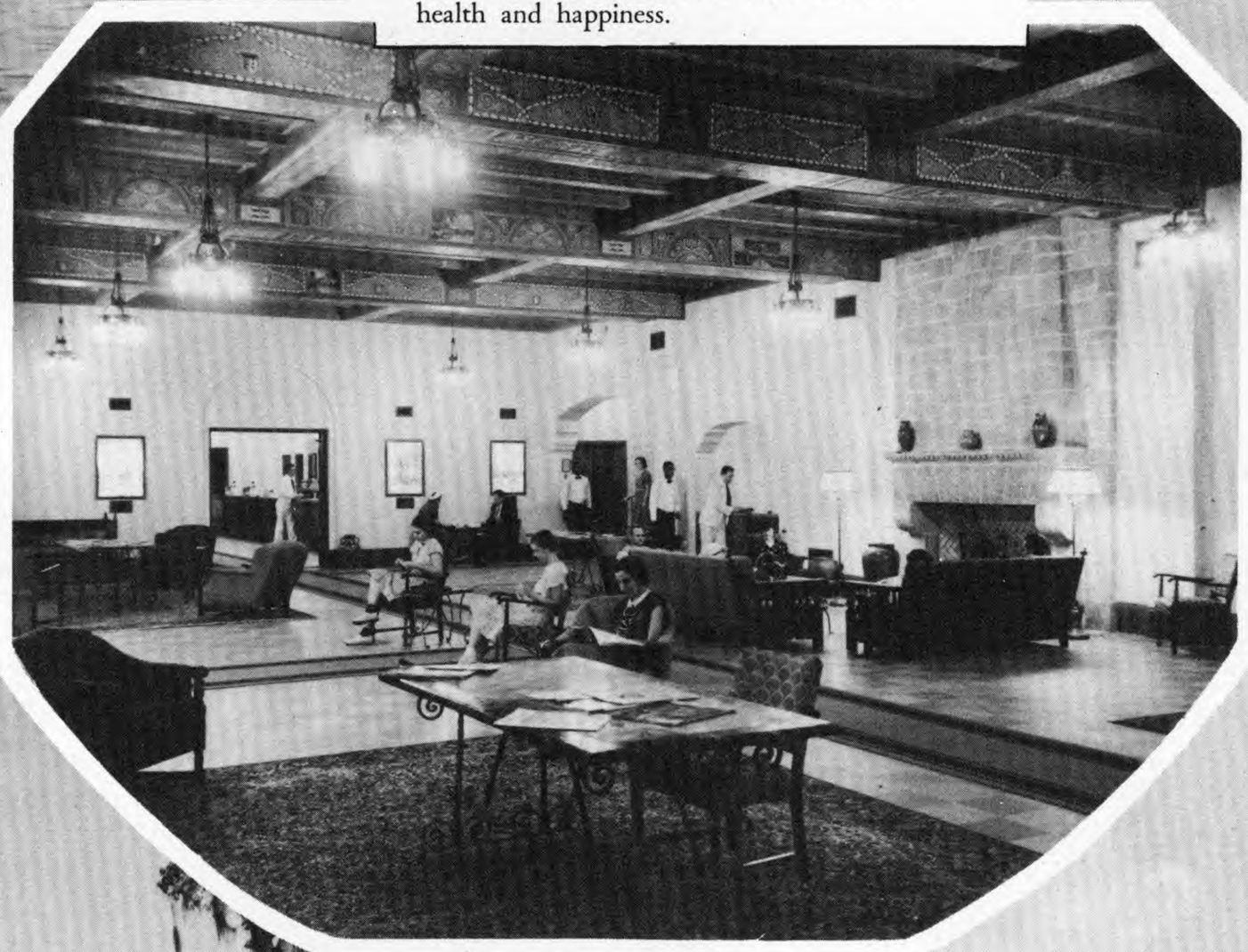
Wakulla Springs Lodge

Wakulla Springs, Florida

In spite of being the last word in Florida resort hotels, a quiet simplicity is noted in the finely appointed, *completely air-conditioned lodge.*

Under ancient Cypress, Live Oaks and Magnolia amid scenic beauty as old as the stars and with facilities as advanced as tomorrow one discovers a new world of health and happiness.





Swim in the constantly changing, invigorating sky-blue water. Temperature 72° all the year, or bathe under a warm, friendly sun on the colorful floats or on the white sand beach.

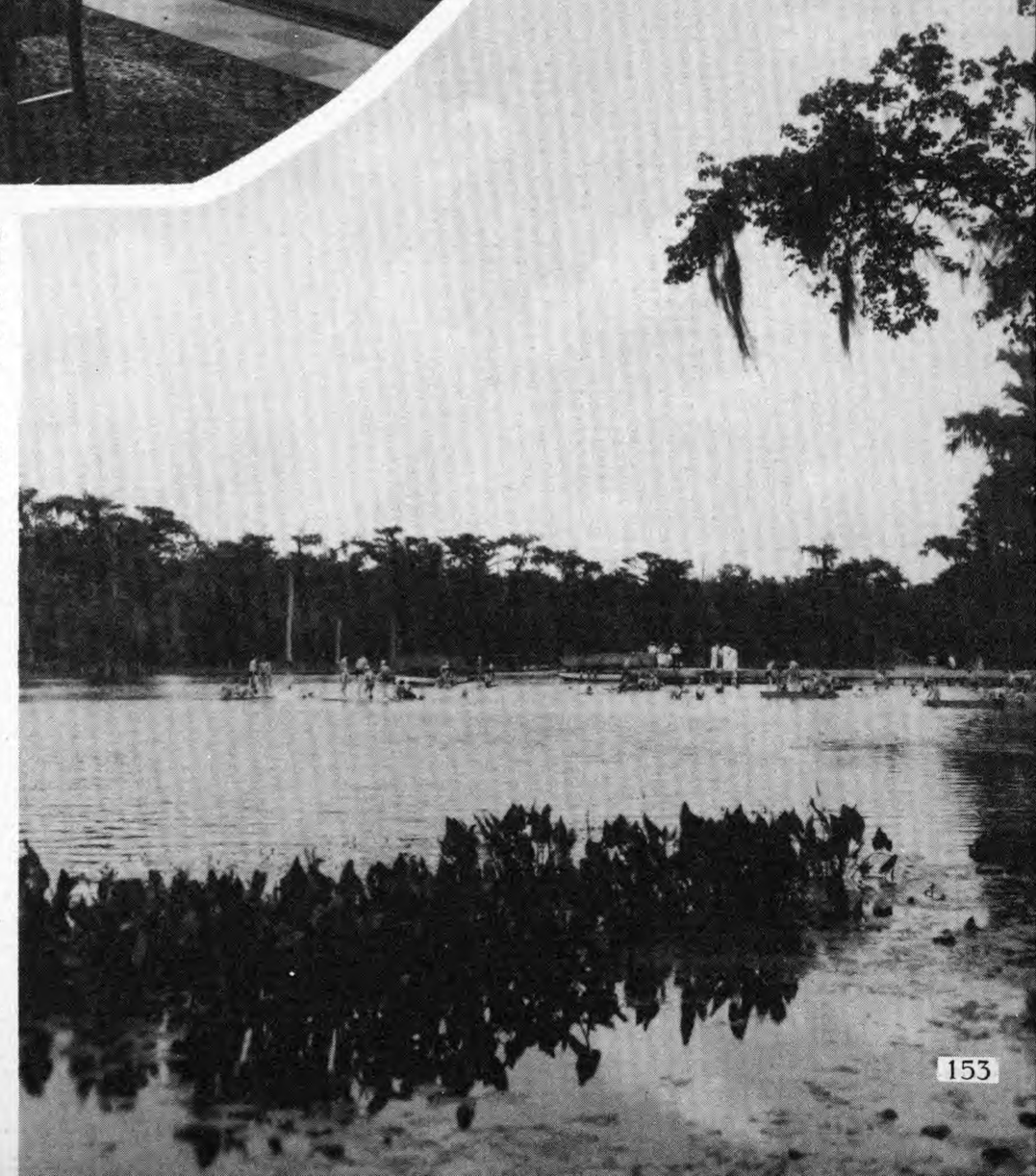
You will see the world's largest spring of crystal clear water, 185 feet in depth, pole-vaulting fish, Indian stairway and Nature's flower box.

A jungle teeming with animal and bird life, with foliage of berry reds, bronze greens and somber moss gray.

Thru glass-bottomed boats you look in utter fascination at Nature's underwater fairyland.

Before completing your fall and winter plans, we invite your approval of Wakulla Springs Lodge. Your travel budget will permit you to stay here as our rates are extremely modest; American and European Plan.

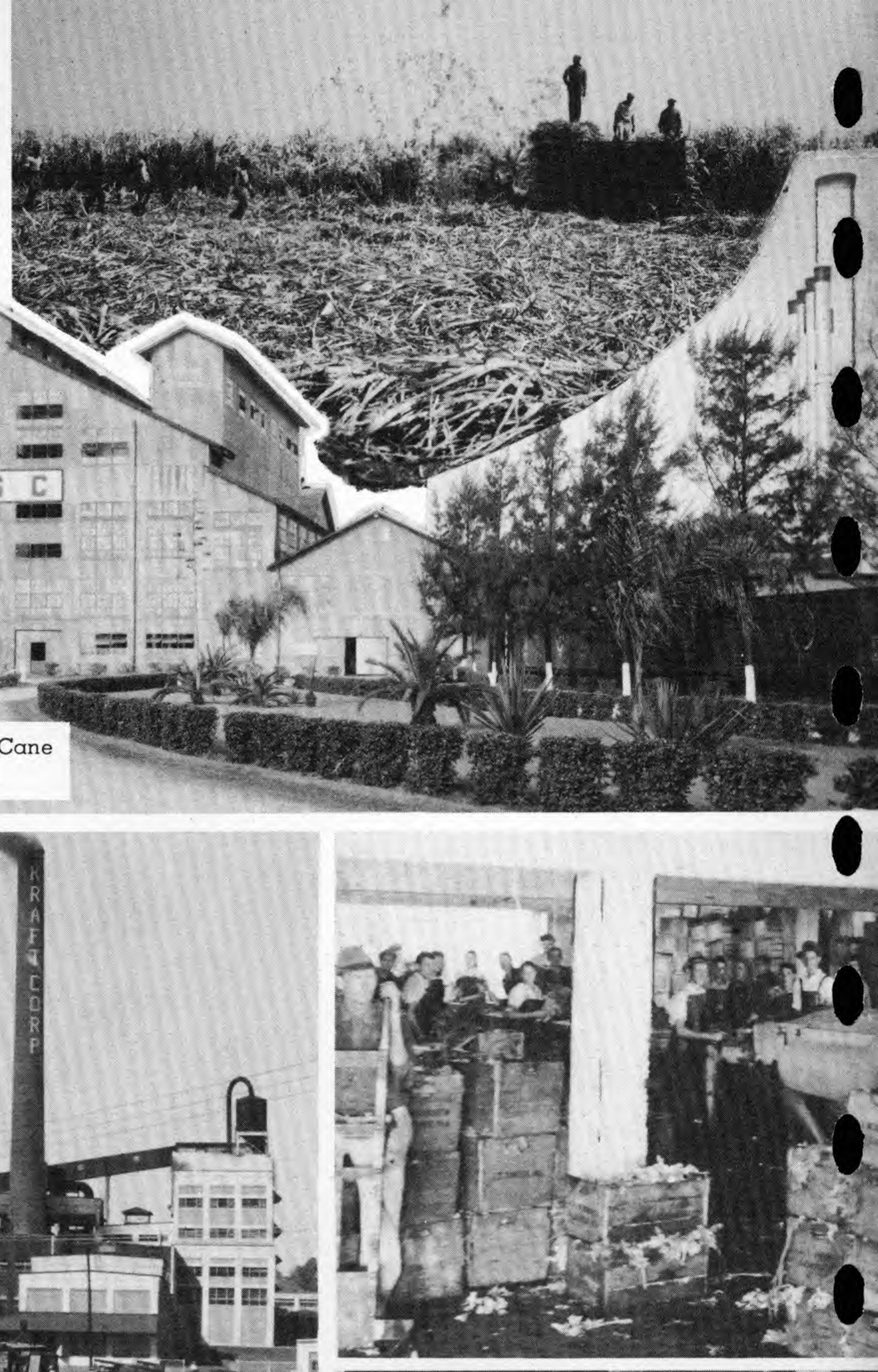
Franklin E. Hodgkins, Manager



Rayonier Corporation, Rayon Products

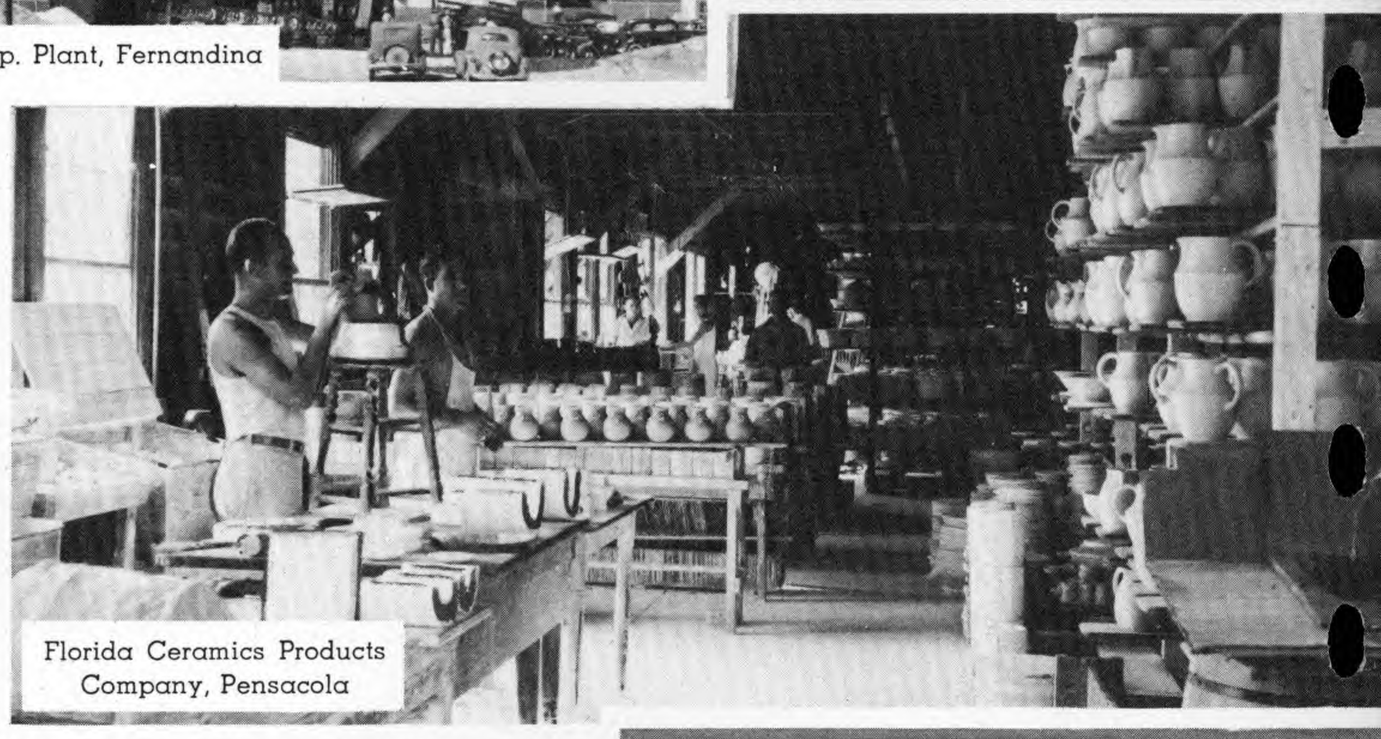
Staked Tomatoes, Elsberry Farm, Ruskin

National Container Corp. Plant, Fernandina



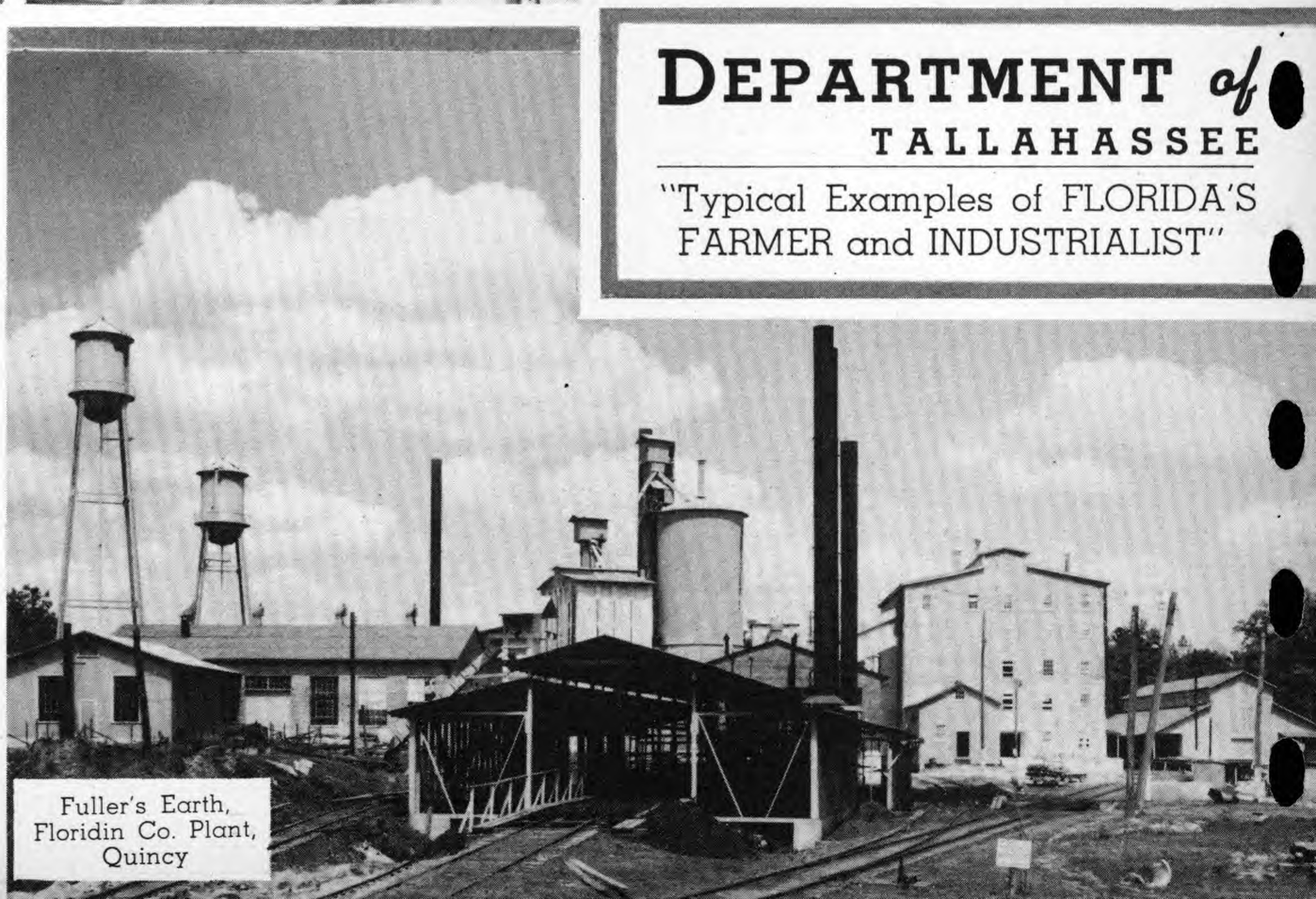
U. S. Sugar Company's Mill and Cane Harvesting Scene, Clewiston

Shade Tobacco Grown by Ellinor & Shelfer, Havana, Florida



Florida Ceramics Products Company, Pensacola

Egg Plant, Dale Farm, Palmetto

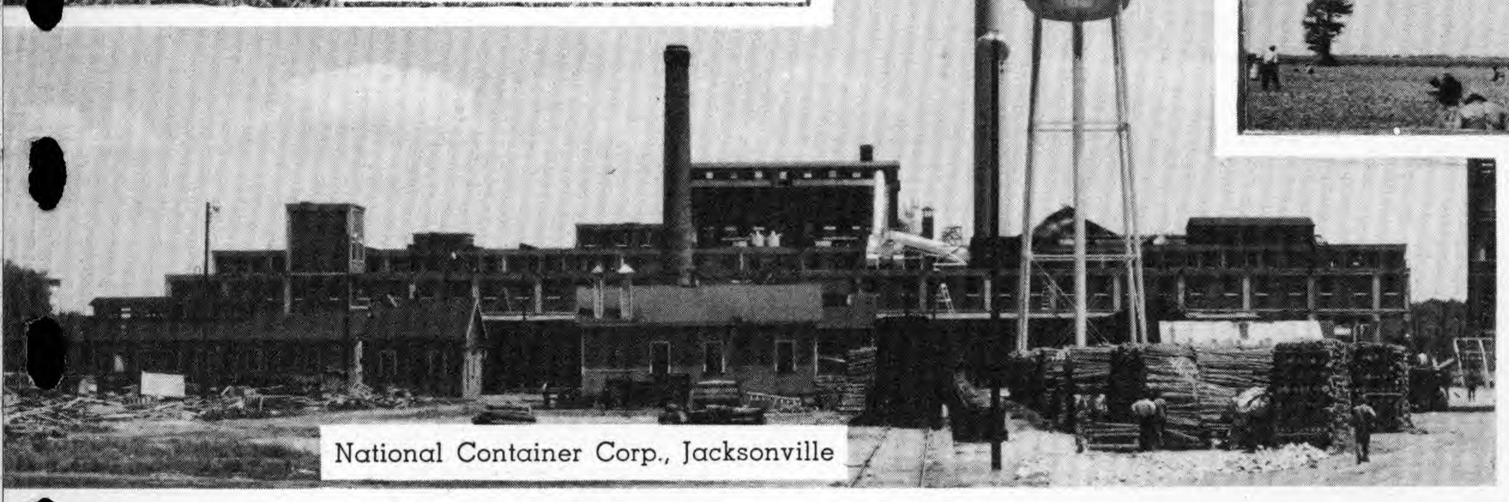


Fuller's Earth, Floridin Co. Plant, Quincy

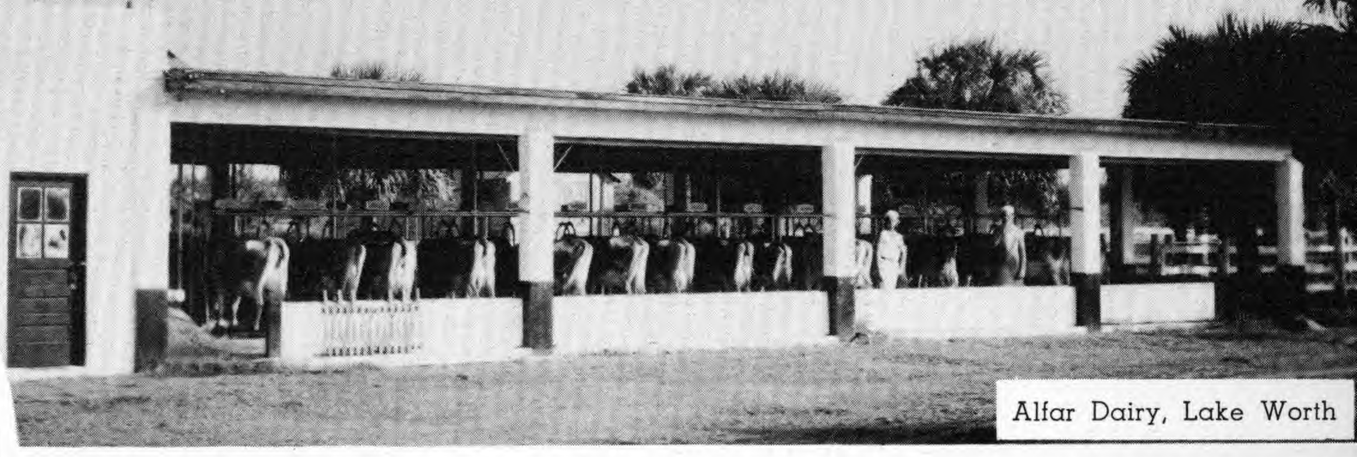
DEPARTMENT of TALLAHASSEE

"Typical Examples of FLORIDA'S FARMER and INDUSTRIALIST"

Corn and Beans (Pope & Johnson)
Pahokee

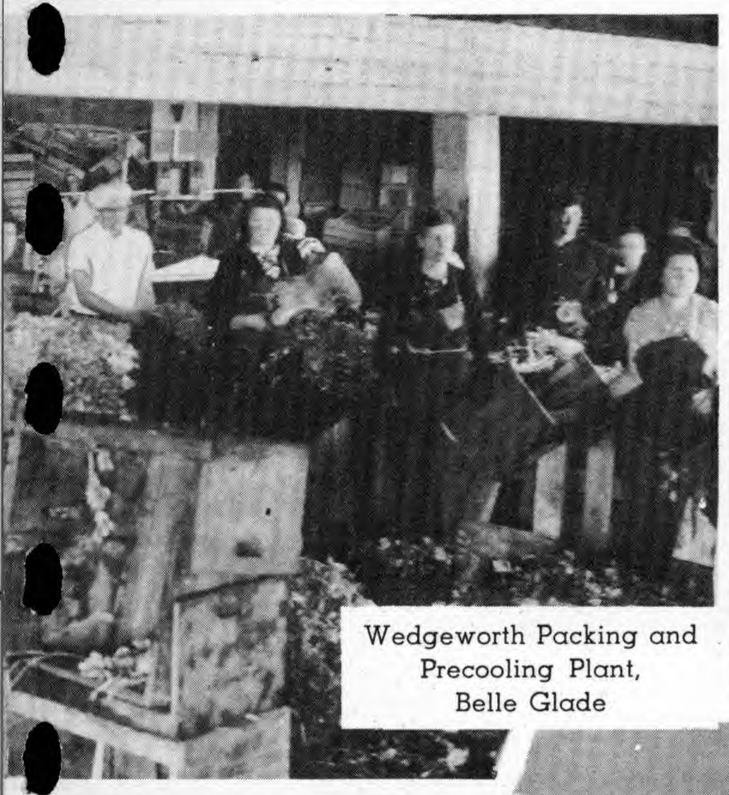


National Container Corp., Jacksonville

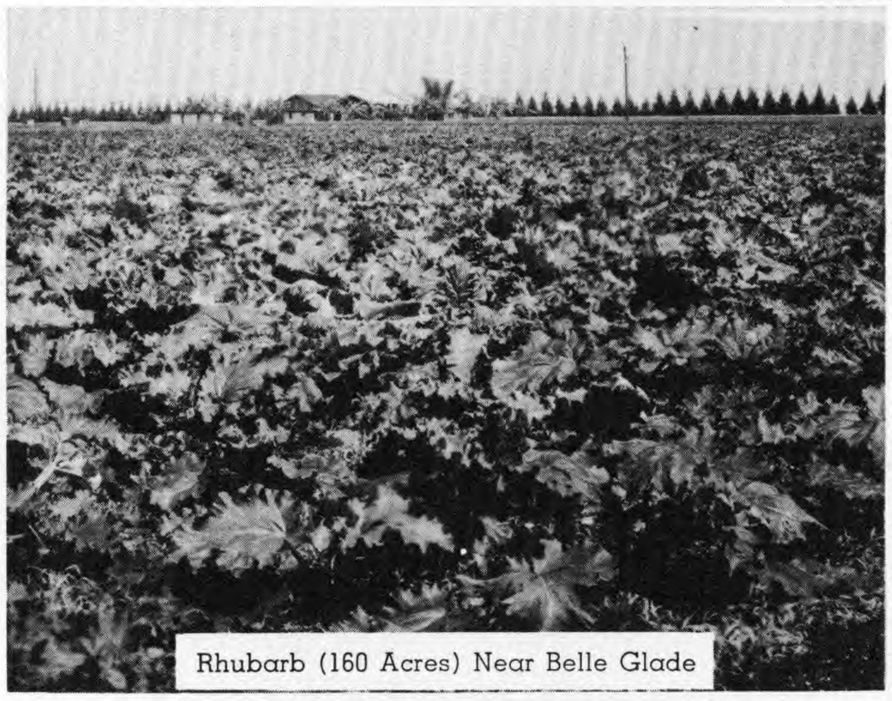


Alfar Dairy, Lake Worth

Bean Harvest, Belle Glade



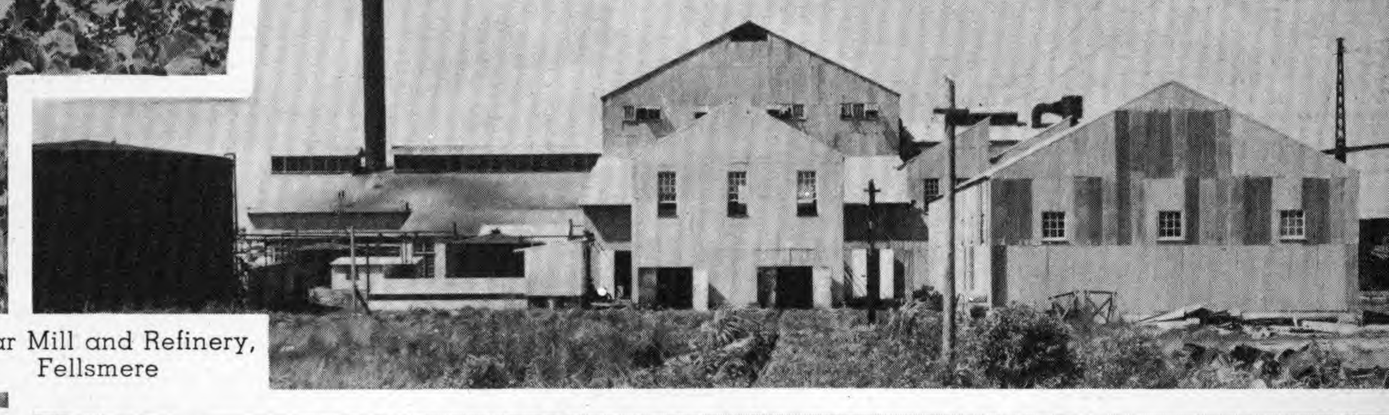
Wedgeworth Packing and
Precooling Plant,
Belle Glade



Rhubarb (160 Acres) Near Belle Glade

Hybrid Sweet Corn, Burrichter
Farm, Allapattah Garden,
Princeton

Broccoli (160 Acres), Britten
Farm, Melbourne

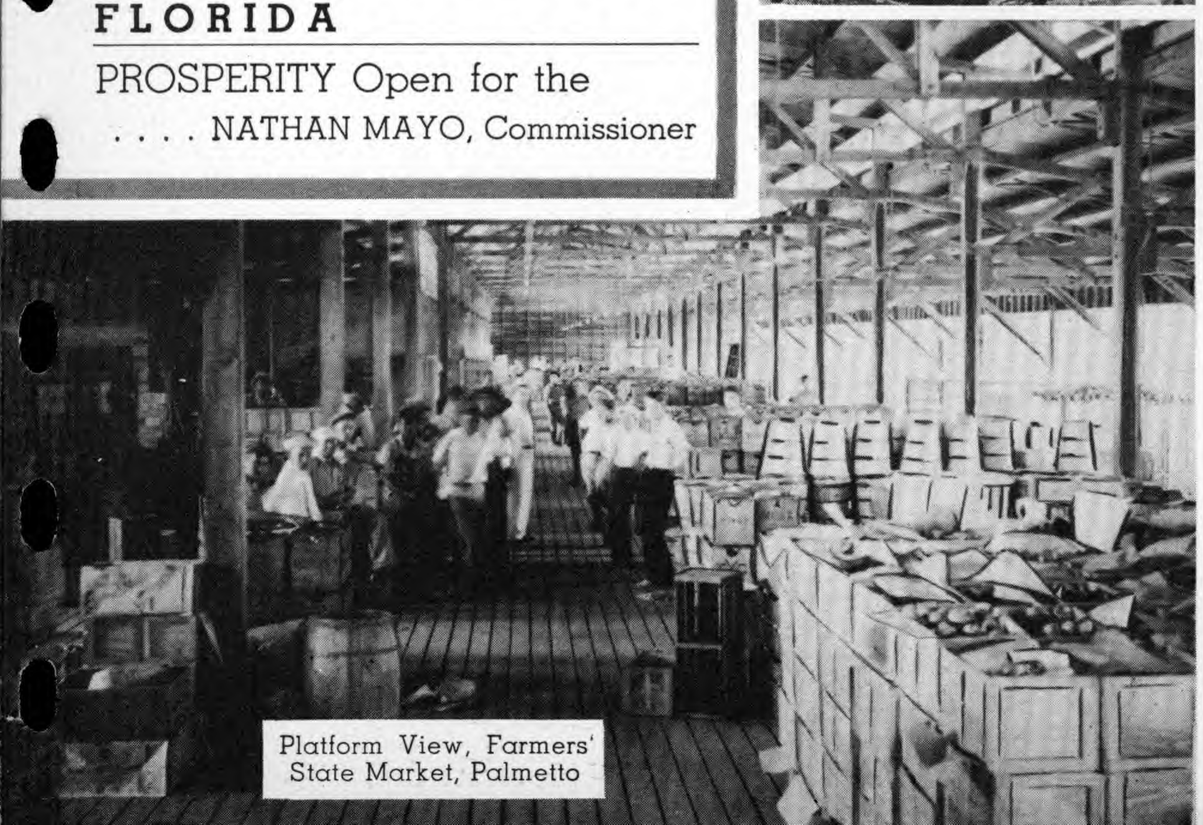


Sugar Mill and Refinery,
Fellsmere

AGRICULTURE
FLORIDA

PROSPERITY Open for the

. . . . NATHAN MAYO, Commissioner

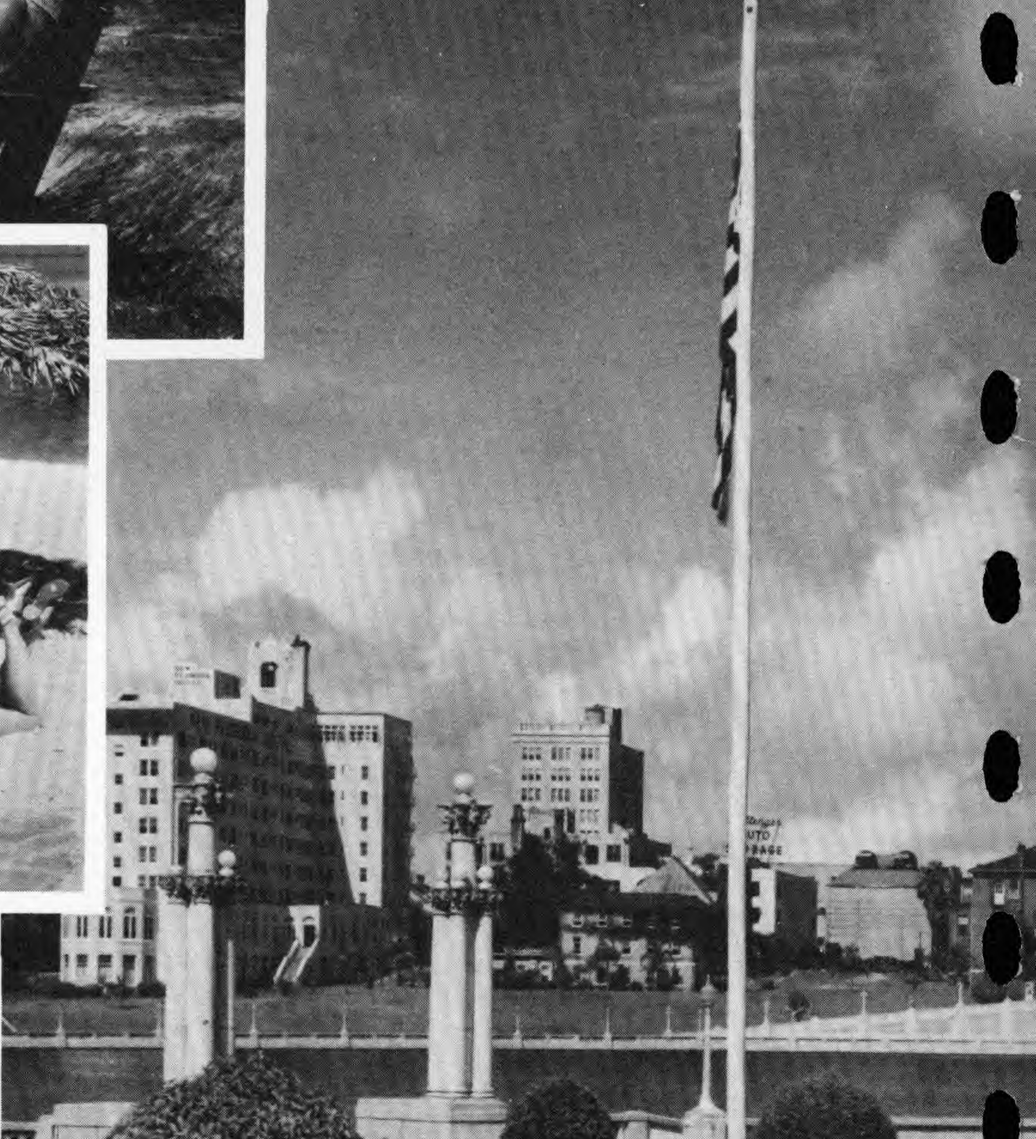


Platform View, Farmers'
State Market, Palmetto

Panama City
Concrete Products
Company

LAKELAND

Lake Morton . . . skyline of Lakeland in background.



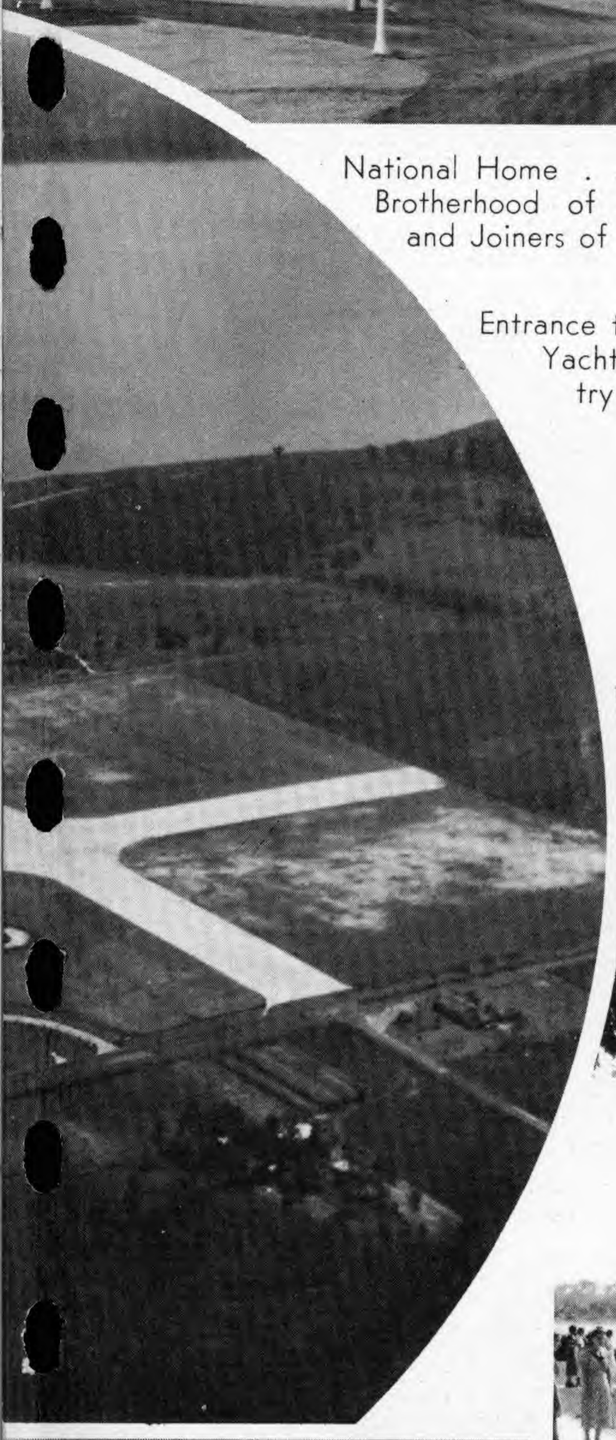
Lakeland's modern airport . . . hugs the shores of Lake Parker.

Beautiful fairways . . . framed by giant trees. Cleveland Heights Golf Course.

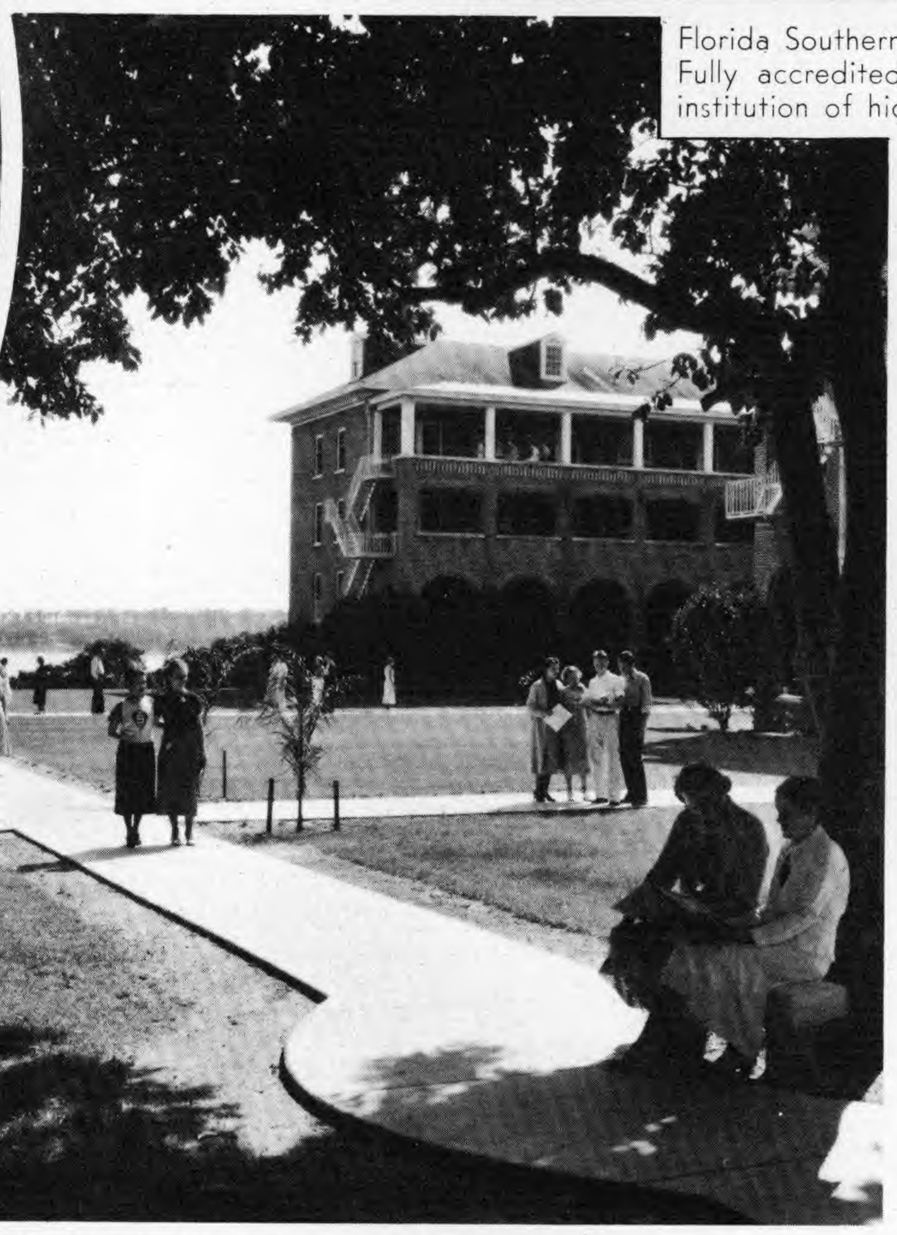
Crystal Beach on Crystal Lake.

Lakeland's splendid Recreational Center . . . one of the finest shuffleboard courts in the State.

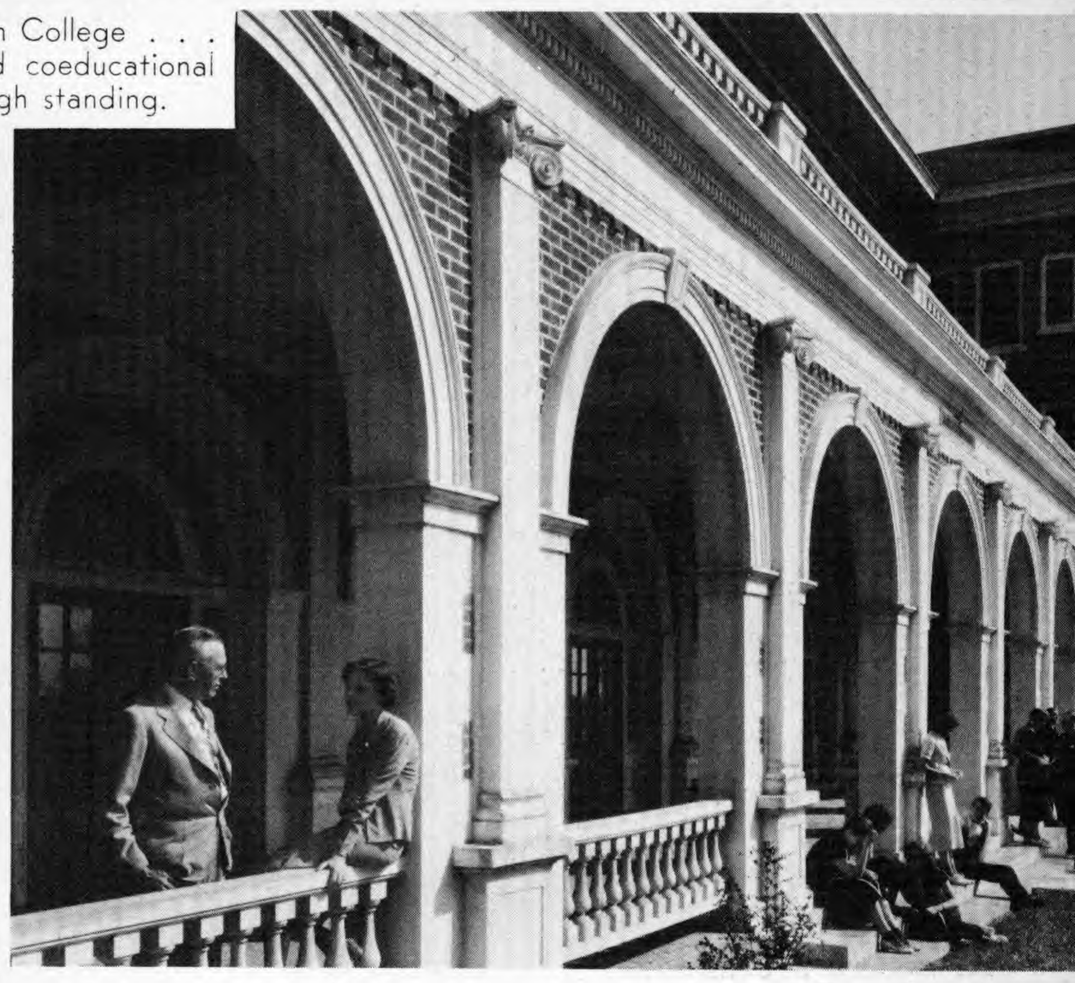
National Home . . . United Brotherhood of Carpenters and Joiners of America.



Entrance to Lakeland Yacht and Country Club.



Florida Southern College . . . Fully accredited coeducational institution of high standing.



Lakeland's Million Dollar Civic Center . . . one of the most magnificent in all Florida.

LAKELAND, the metropolis of Imperial Polk County, possesses an entrancing and magnetic atmosphere.

Visitors from every state in the Union and many foreign countries make Lakeland their Winter home, and each year an increasing number of these people are graduating from guests to permanent residents. They become enthused with the city's opportunities and imbued with the spirit of friendly hospitality.

A city of homes, in surroundings conducive to pleasant, economical living, with a background of industry and commerce outstanding in importance to the entire State. So this is Lakeland!

For Complete Information
Write
LAKELAND CHAMBER OF COMMERCE

Hotel Lakeland Terrace *in Lakeland*

Like a Sentinel, reflected in Mirror Lake . . . The Lakeland Terrace.

In the heart of a city of beautiful lakes, this modern, fireproof, *year 'round hotel* is Lakeland's favorite hostelry.

A short drive to either Bok Tower, Cypress Gardens, or numerous scenic features. The *Lakeland Terrace,* with its own beautiful sun terrace and gardens, is in an area of natural beauty . . . the heart of Polk County citrus section.

Boating on Lakeland's fifteen "within the city" lakes, likewise fishing, golf and other sports, are available to guests. *Typical Collier service* and cuisine famed throughout the entire system is yours upon registration.

LAKELAND TERRACE
A Collier Hotel
Robert Waller, Manager

Sun terrace and garden . . . a bit of the tropics in the heart of the city.

Mirror Lake and the Lakeland Terrace

Sunset . . . Lake Eloise . . . Winter Haven

Haven Hotel

In WINTER HAVEN

• FLORIDA •

IN THE HEART OF "THE CITY OF 100 LAKES" . . . *Winter Haven, on the Highlands, in the center of Florida . . . is one of Florida's outstanding hotels . .* THE HAVEN. *Most unusual is its clientele . . . coming year after year to the point of becoming known as "the Haven Hotel family."*

Surrounded by its own private park and bordering on Lake Howard . . . boat trips are provided guests . . . over a chain of sparkling lakes and canals. There is a charm and incomparable individuality about this modern but homelike tourist hotel.

Winter Haven, with its central location . . . presents the opportunity of convenient and fascinating motor trips to principal cities on either Coast . . . with always the exhilaration of the return trip . . . through the heart of Citrus groves . . . back—to "The Haven" and "Home". Here . . . fishing, boating, sunshine, flowers, mocking birds and cardinals . . . hills, valleys and matchless lakes. If you come once to The Haven, you come again . . . and stay! The complete answer to distinctive and excellent service.

For complete rates

THE HAVEN HOTEL

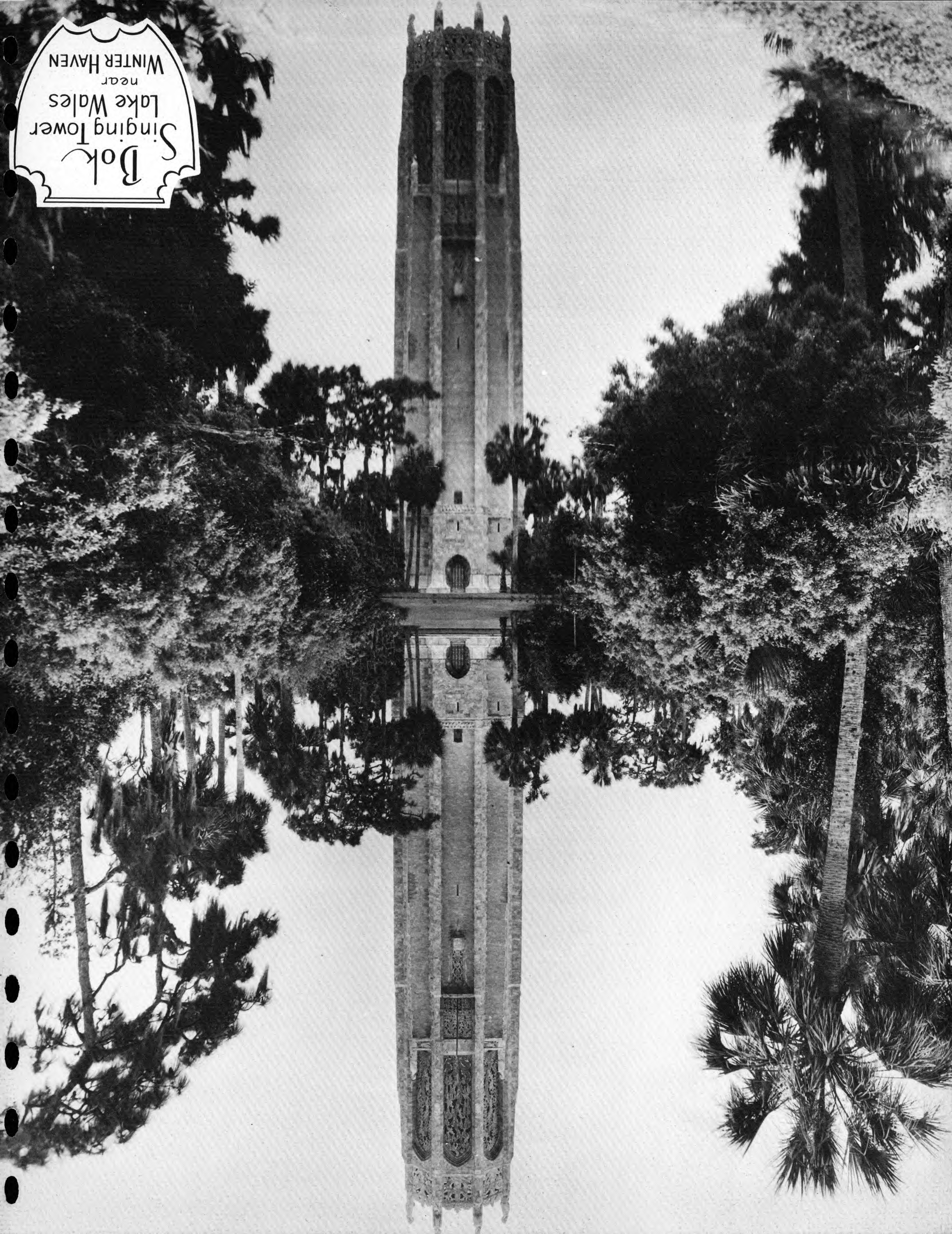
George Andrews, Owner, Manager

WINTER HAVEN * FLORIDA

THE HAVEN . . . *its private park and beautiful Lake Howard . . . spacious lobby and parlors.*

■

Sunny Dining Room adjoining main Dining Room . . . Unsurpassed Cuisine . . . Table d'Hote and A La Carte.



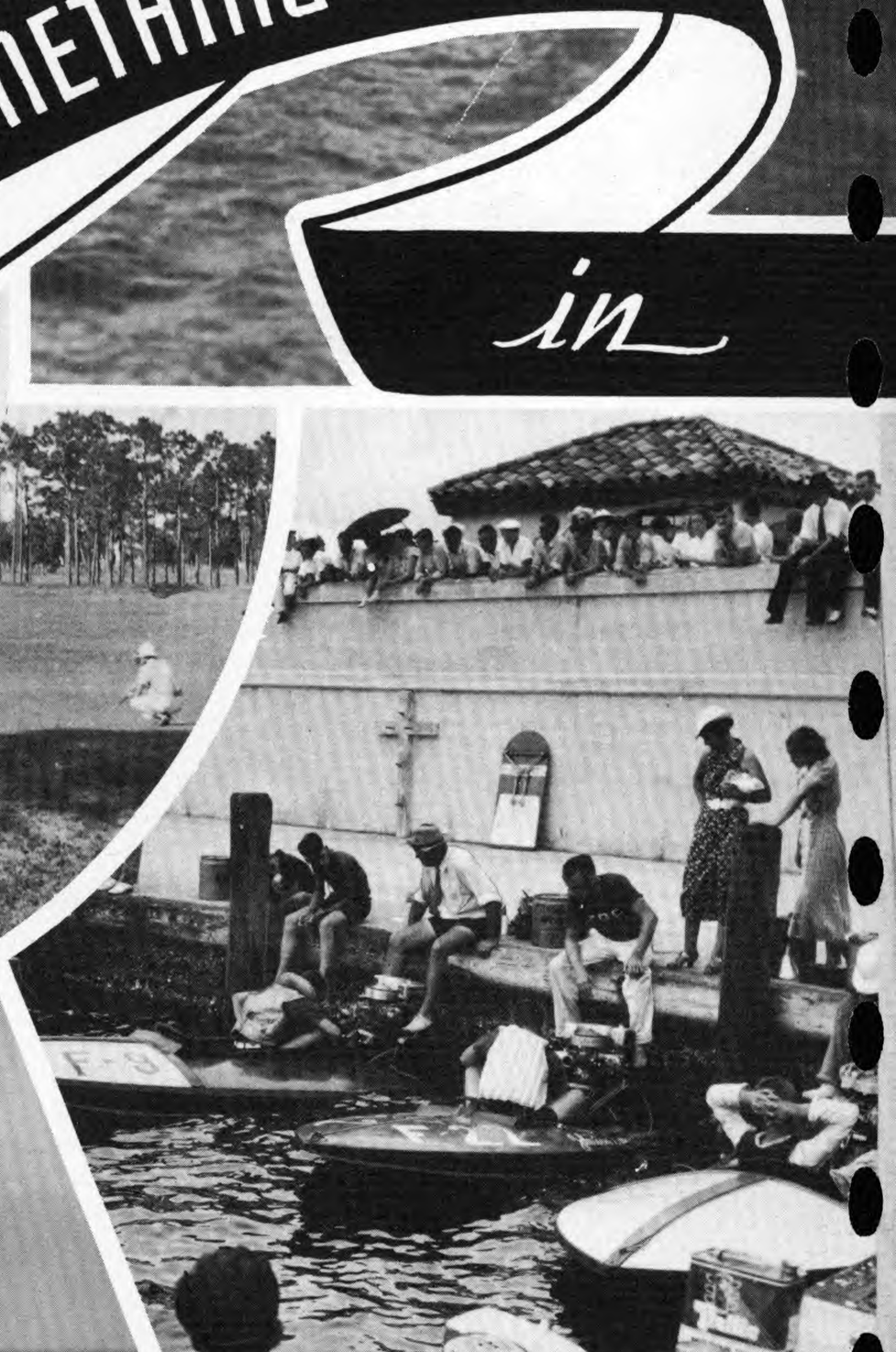
Bok
Singing Tower
Lake Wales
near
Winter Haven

Gardenia time
at
CYPRESS
GARDENS
WINTER
HAVEN

FOR EVERY GOLDEN HOUR OF EVERY SUNNY DAY

THERE'S SOMETHING TO ENJOY

in



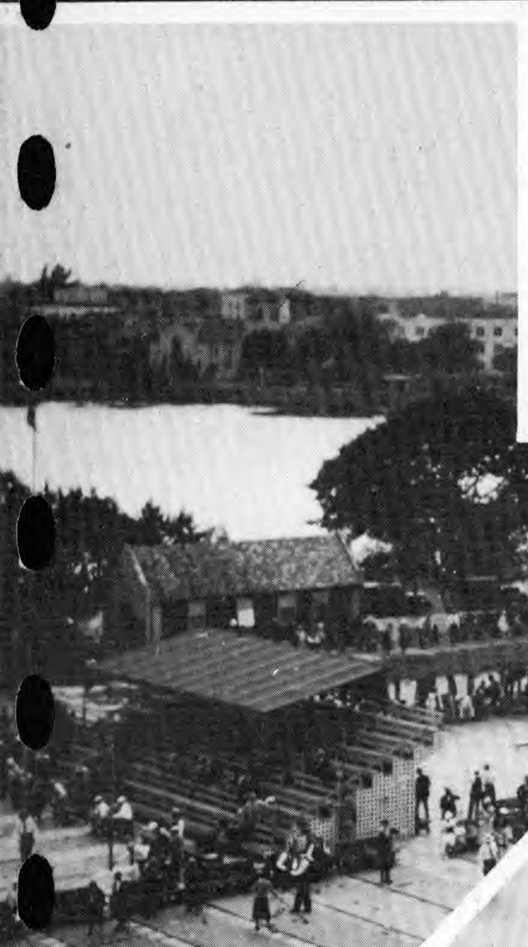
The St. Petersburg Chamber of Commerce, official tourist registration headquarters, has prepared booklets on all phases of vacation life in "the Sunshine City." There are booklets on hotels, apartments, fishing and general information . . . all of them profusely illustrated. Write to L. T. Neal, Secretary, Chamber of Commerce, for them. When you arrive in St. Petersburg be sure to register at the Chamber of Commerce and take advantage of the many information services available.

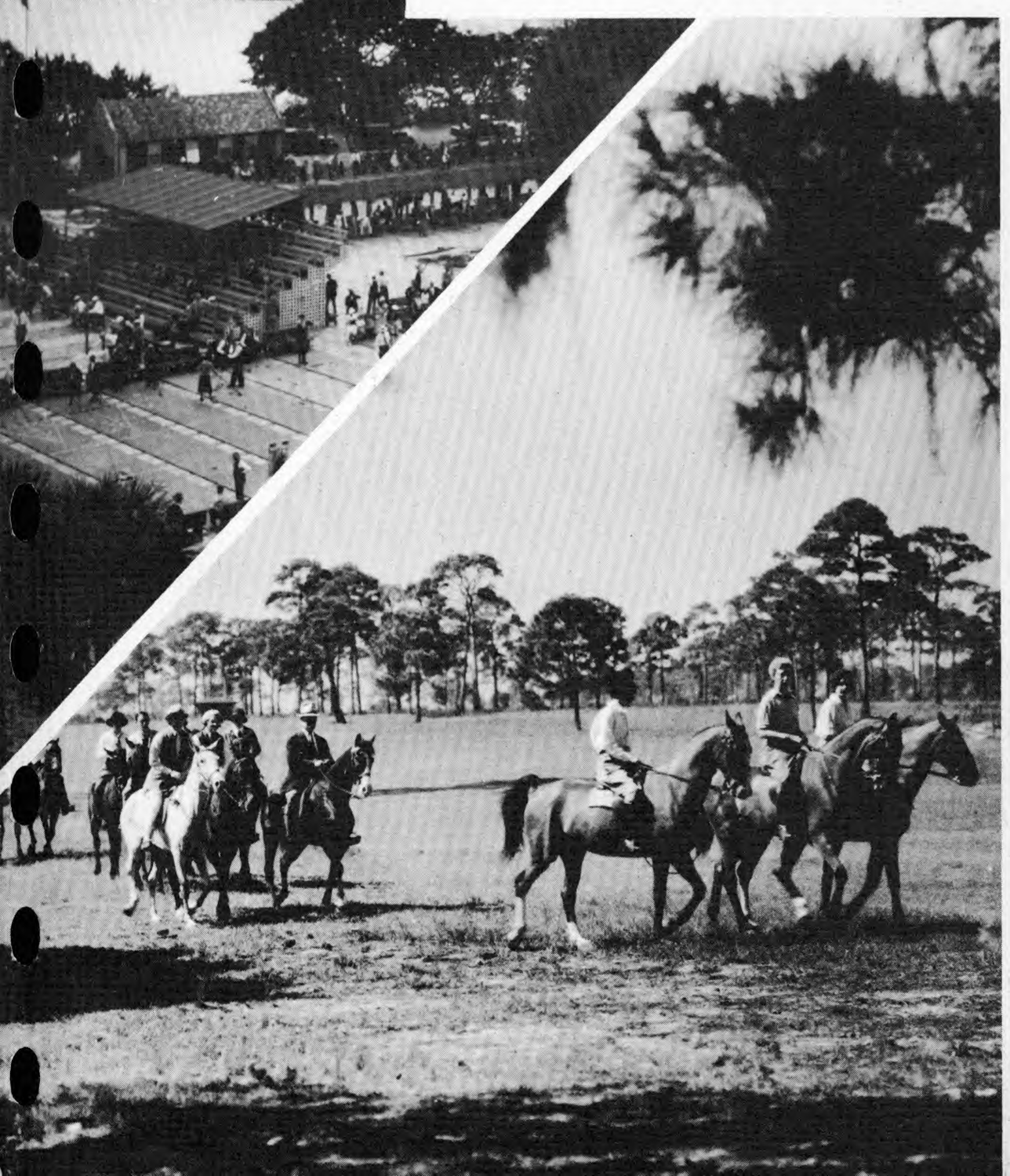
ST. PETERSBURG

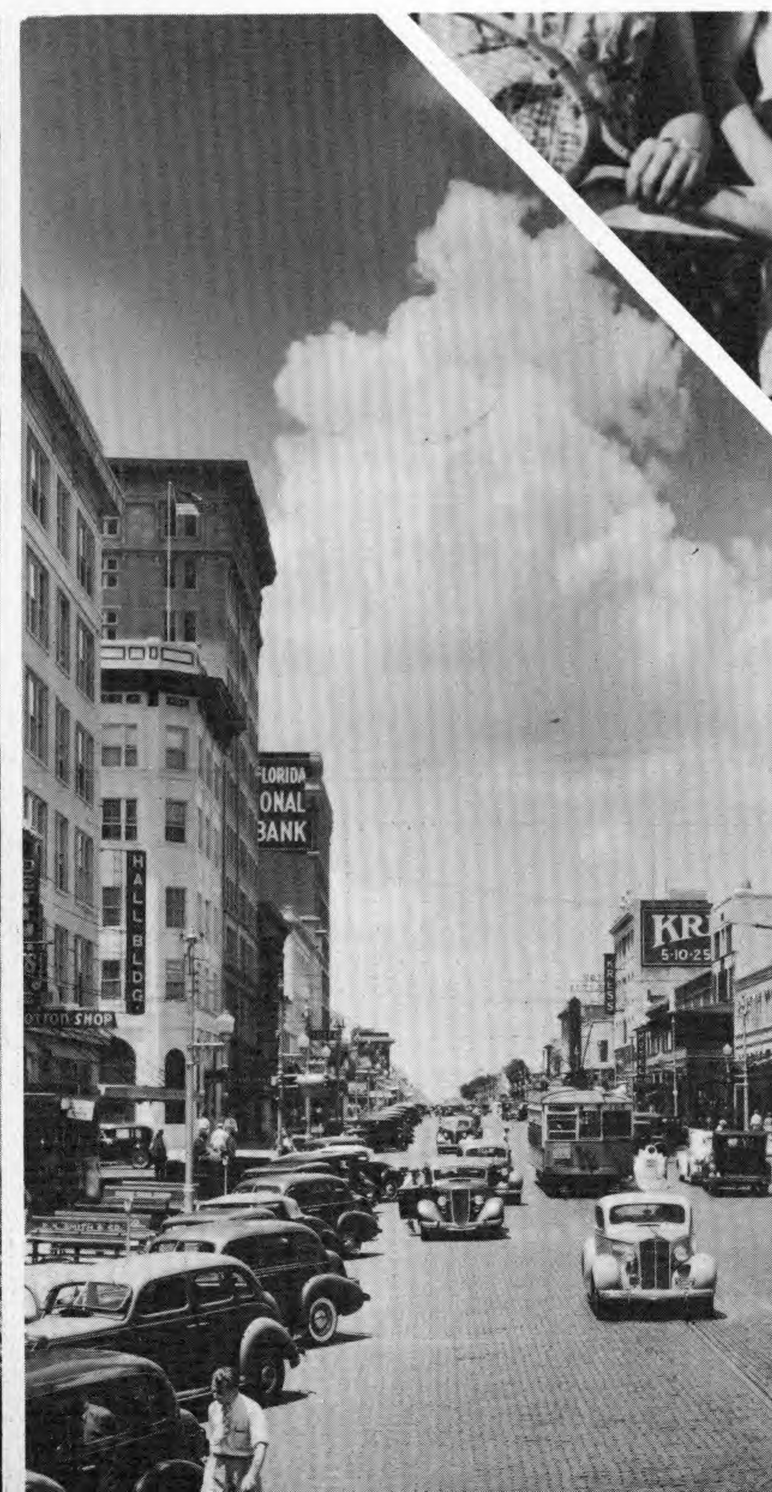
THE SUNSHINE CITY

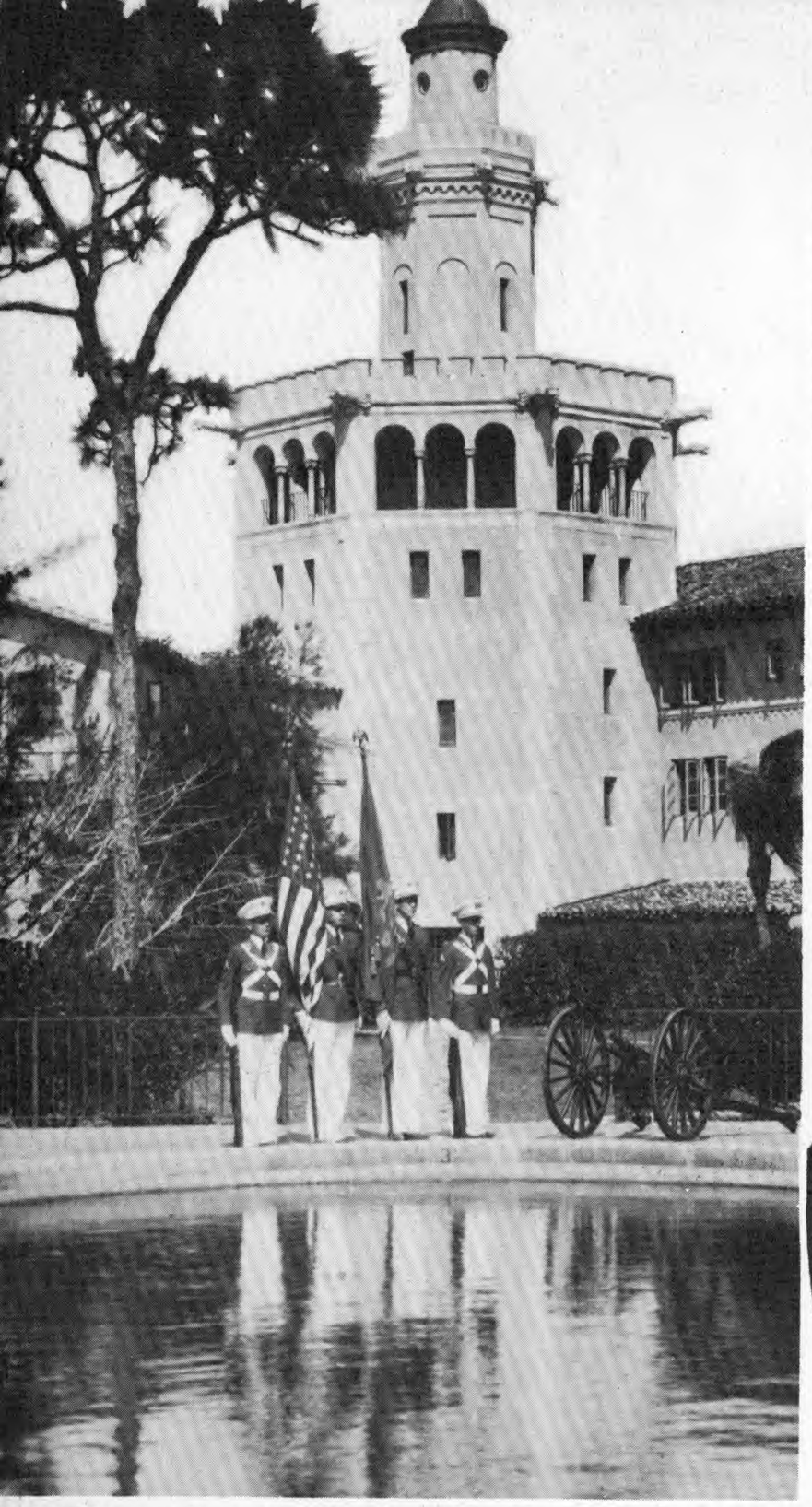
Perhaps the most outstanding fact about St. Petersburg is that resort life here is so COMPLETE. No matter what your preference for sport, amusement, recreation or entertainment may be, you will be certain to find plenty to fill your days. An equally important fact that hundreds of thousands of visitors have discovered is that this is a friendly city where folks from every state of the nation gather each year for the purpose of enjoying life in an atmosphere and environment of unparalleled natural splendor. Plan to come early and stay late . . . you'll have a marvelous time.

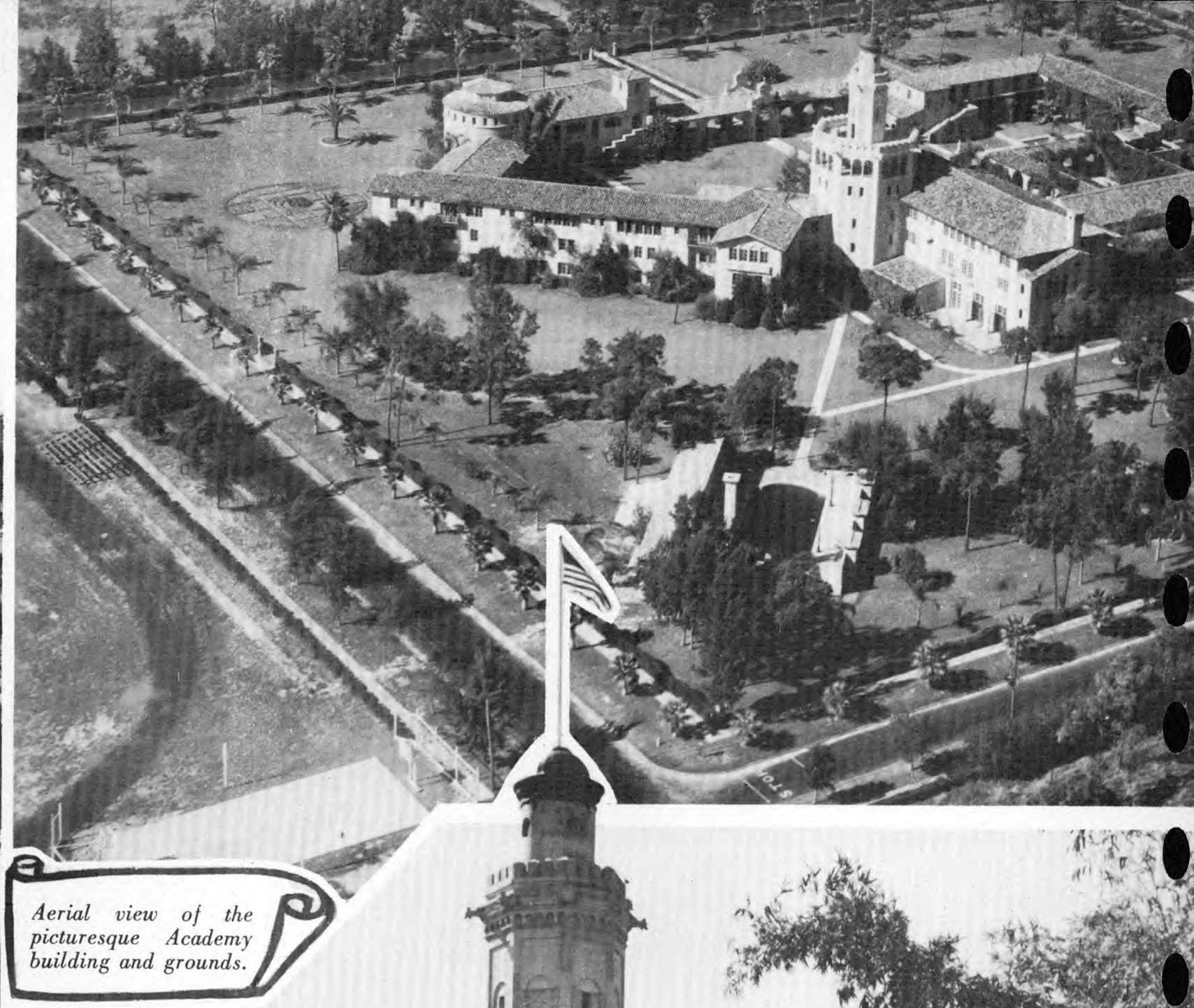
ST. PETERSBURG CHAMBER OF COMMERCE



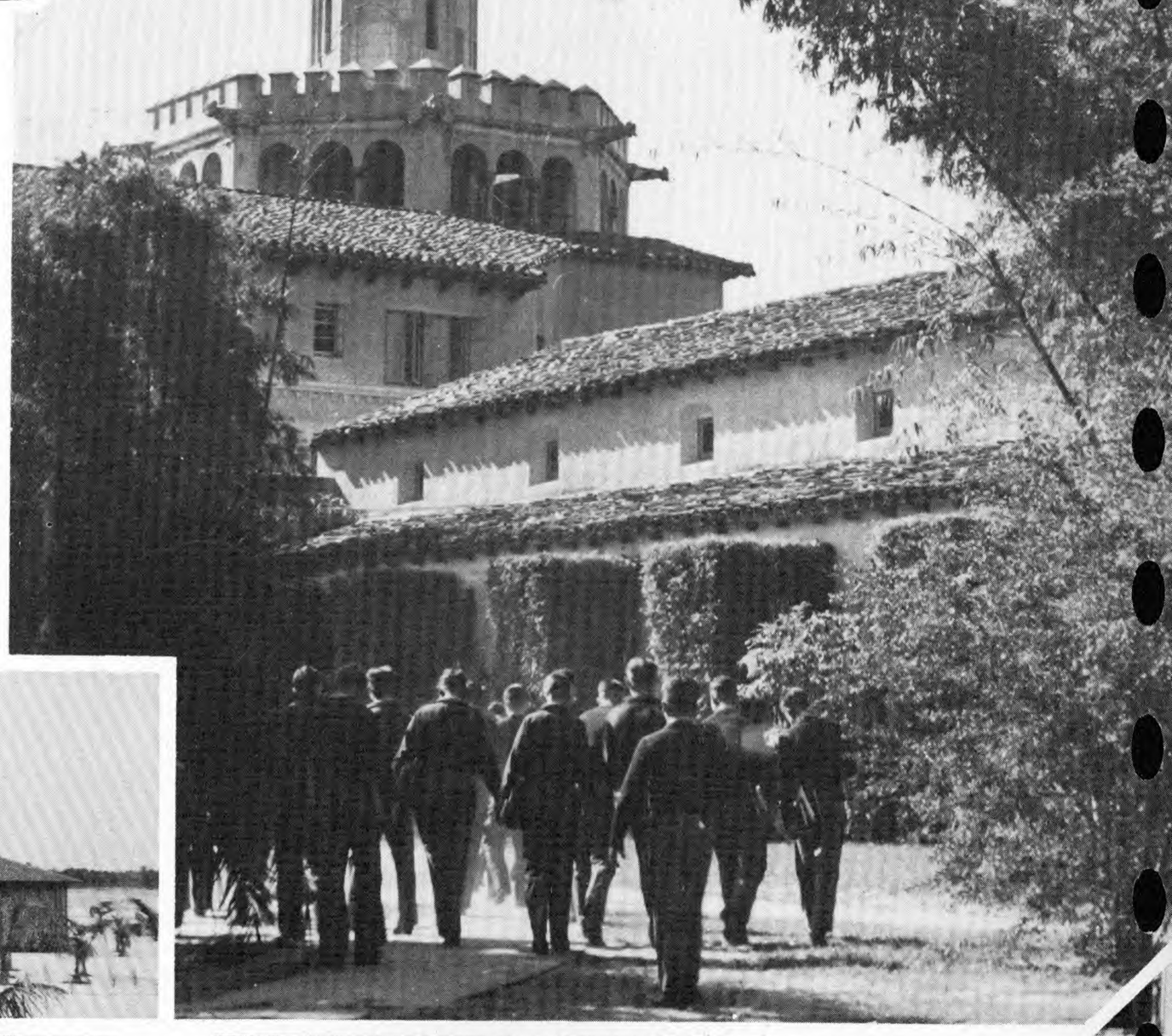








Aerial view of the picturesque Academy building and grounds.



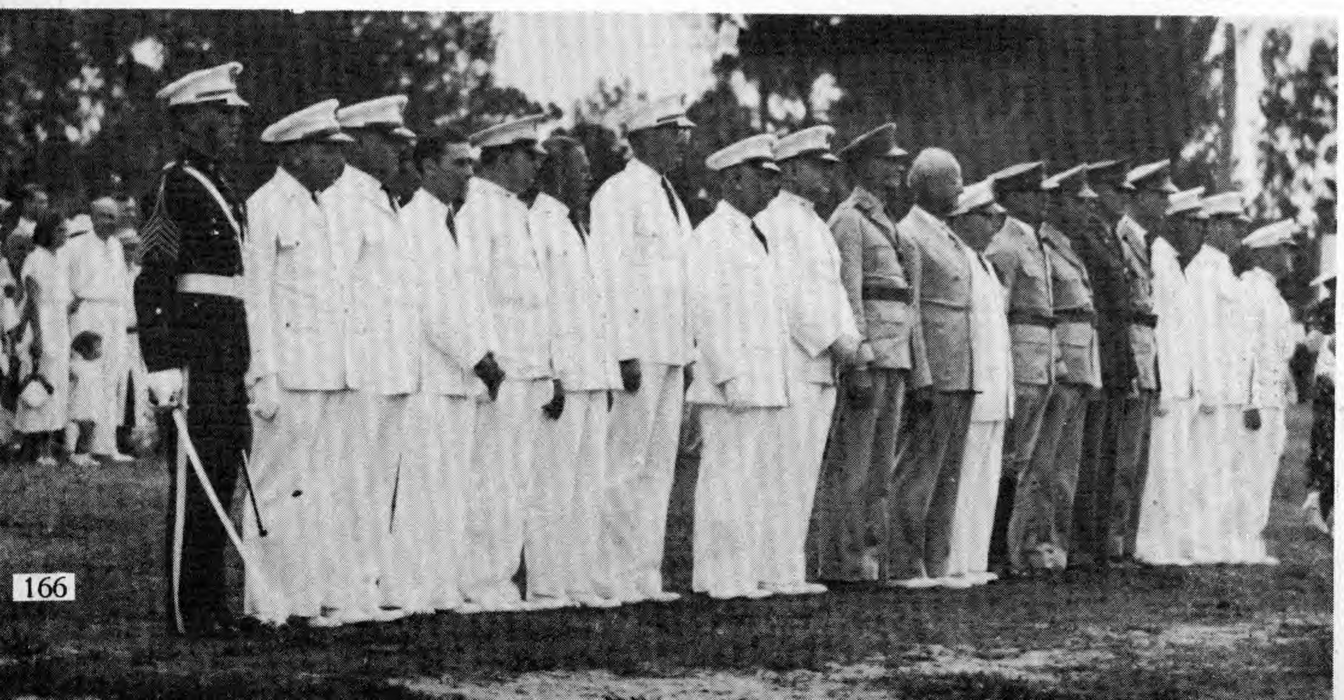
The Color Guard . . at the entrance to the outdoor swimming pool.

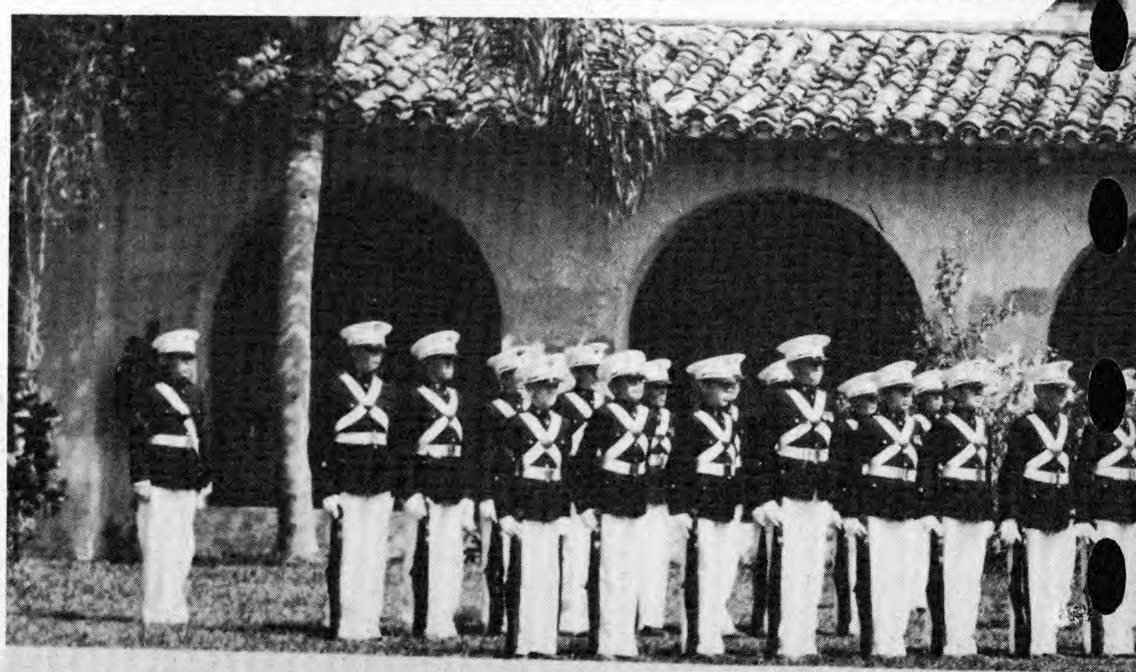
Cadets returning to main building after classes.

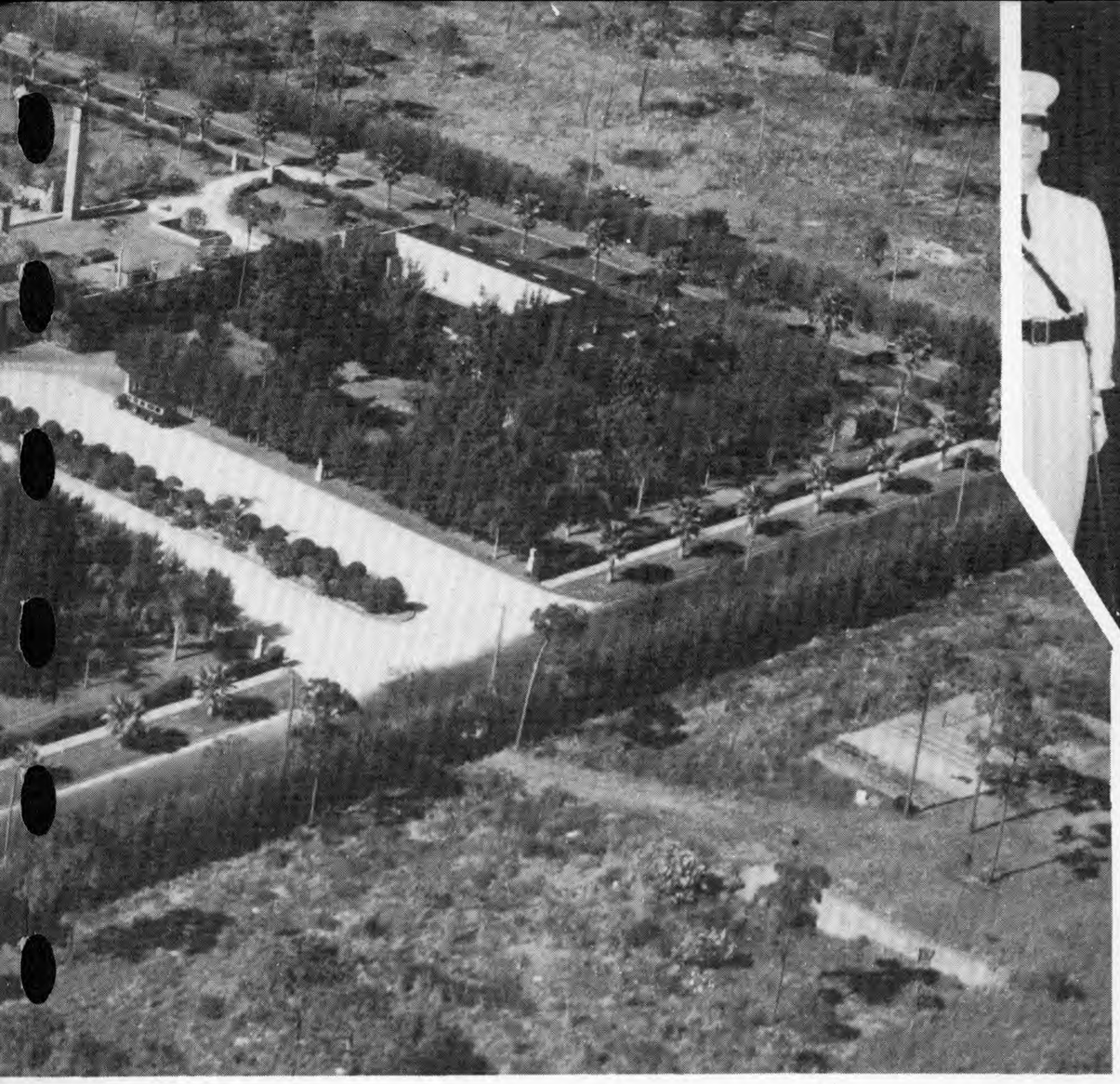
Balanced meals in the large Dining Room.

Recreational Center on the Gulf of Mexico . . . here cadets spend many pleasant afternoons.

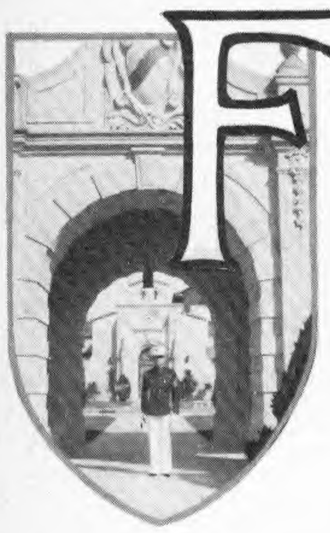
Full Dress Parade on Sunday afternoon attracts many visitors.







Moonlight Parade . . . Cadet Officers and sponsors form the reviewing line.



FLORIDA MILITARY ACADEMY

in GULFPORT · ST. PETERSBURG ·

¶ INDIVIDUAL DEVELOPMENT . . . keynote of our training . . . insuring successful preparation of students for their educational, physical and moral future.

¶ Located amidst beautiful surroundings in Gulfport, a residential suburb of St. Petersburg, this outstanding school has much to offer both junior and preparatory students. Here, the highest ideals in a boy are inspired, as only the best in preparatory school equipment and education is offered.

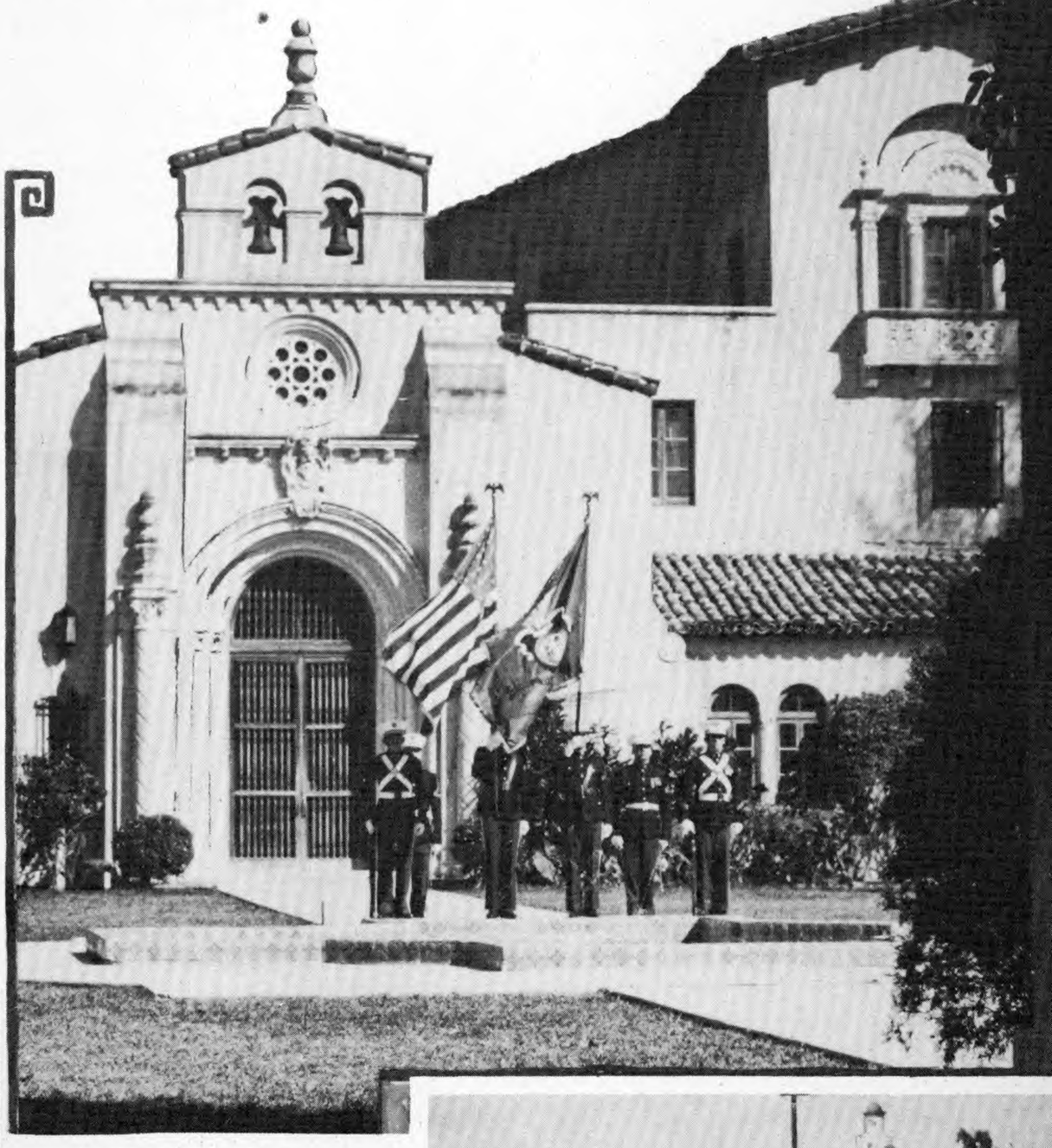
¶ High in scholastic standards, this non-sectarian school has been fully accredited by the Southern Association of Schools and Colleges, also designated as an Honor Military School by the U. S. War Department with a junior unit of the R. O. T. C.

One Tuition Rate Covers the Entire Cost

For More Detailed Information Address
THE PRESIDENT

¶ The ACADEMY takes real pride in the faculty and its ability to prepare boys. In addition to regular college preparatory work, there is offered specialized courses in Business Training. All designed for the future welfare of the American Youth who attends.

★



Entrance to patio . . . a reproduction of entrance to old ALCANTARA Bridge at Toledo, Spain.

Company "C" . . . Smaller cadets of the Junior School.

Varied Sports Program.

Hotel PRINCESS MARTHA

St. Petersburg FLORIDA

St. Petersburg's largest and best located downtown hotel . . . European plan

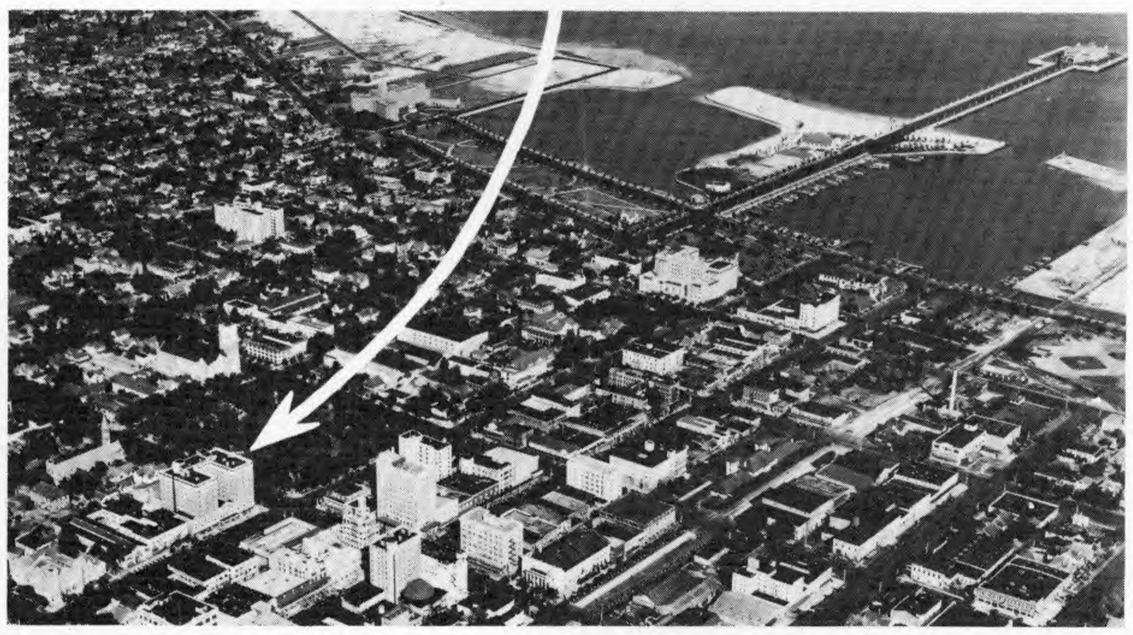
The facilities of this modern hotel have been planned for just one purpose . . . to make your vacation in the Sunshine City so enjoyable that you will want to return again and again.

Guest rooms (250), each with bath, decorated and furnished to provide maximum comforts. The lobbies, lounges, mezzanine and Palm Room provide endless opportunities for relaxation or social contacts. Music daily. Complete social program.

The dining room, operated in connection, is famed for its unexcelled cuisine and moderate tariffs. The cocktail lounge is St. Petersburg's downtown social rendezvous.

Booklet, floor plans and rates on application. We suggest that you mention the probable date of arrival and length of your stay.

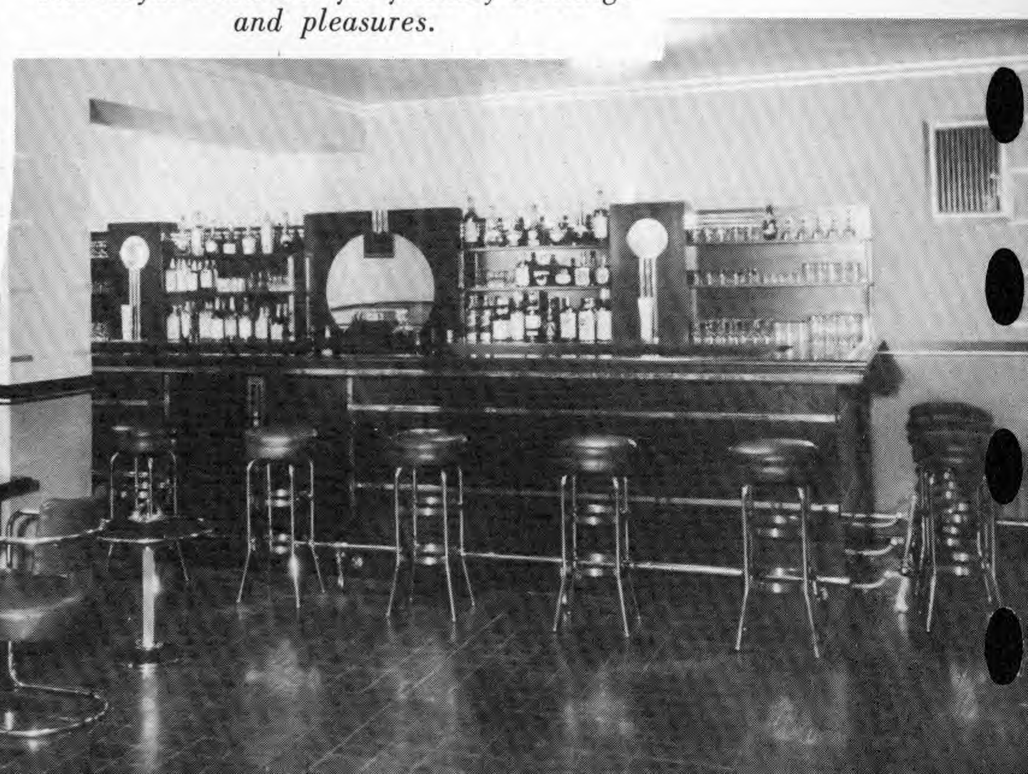
A. L. MANNING, Manager.



The superb location, at the corner of 4th Street and 1st Avenue North, puts you in immediate touch with everything of interest.

The Palm Room . . . Restful, inviting . . . typical of the hospitable Qualities of The Princess Martha.

The Royal Room . . . for friendly meetings and pleasures.



The main lobby, on the street level. Friendly, inviting.

"Way Down Upon the Suwannee River"

THE SUWANNEE HOTEL, located at the corner of First Avenue and Fifth Street North, "in the heart of St. Petersburg," has long been the civic and social center of the Sunshine City, both winter and summer.

Rooms, (205), all outside, bright, well-ventilated and with steam heat. Excellent furnishings throughout. Each room has combination tub and shower.

Spacious lobbies, lounges and mezzanine. The Mirobar is St. Petersburg's smartest cocktail lounge. The SUWANNEE dining room has always been especially popular for its cuisine and splendid service.

Enjoy ALL of St. Petersburg's famous resort activities from the convenient location of the Suwannee. European Plan. Booklets and floor plans. Let us know your requirements.

J. N. Brown, Proprietor.

Paul Brown, Manager.

In St. Petersburg Florida

SUWANNEE hotel

The MIROBAR . . refined atmosphere, excellent service and drinks.

The dining room. Large, light and comfortable . good food.

Real homelike comforts here . . .and no tall buildings to spoil the view.

© Burgert Bros.

European Plan . . . Open Year Around

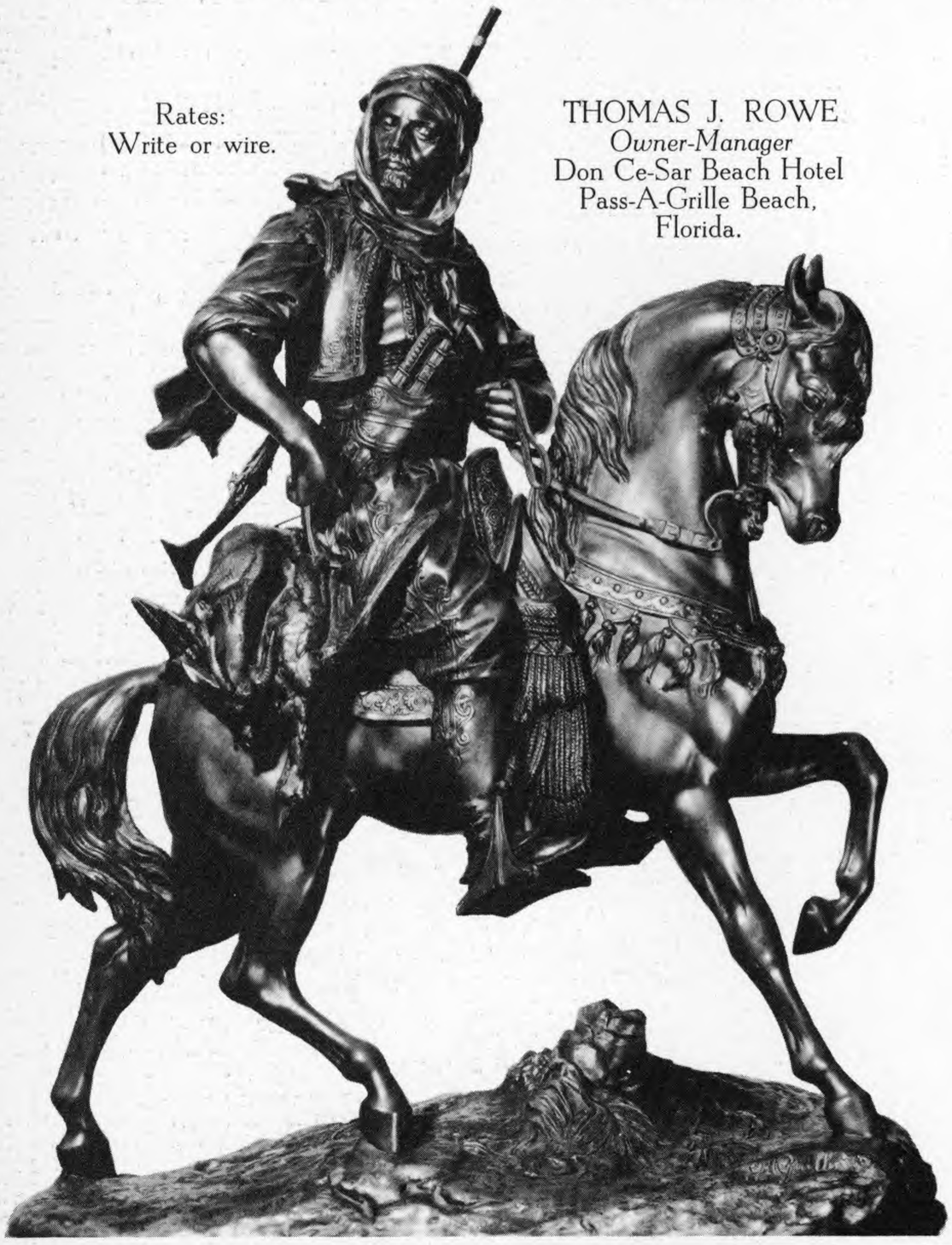
EVERY BREATH HEALTH . . . EVERY MOMENT PLEASURE! *A word picture that portrays the benefits and environment of one of the most famous hostelries on the West Coast of Florida.*

¶ THE DON CE-SAR *faces the Gulf of Mexico . . . 2,900 feet of one of the finest beaches in the world at the south end of Long Key. A splendid road system . . . bus and taxi transportation to St. Petersburg, Clearwater, Tampa and other points.*

¶ *Sports of every type offered our guests. In addition to surf and sun bathing . . . protected and beautiful private beach . . . horseback riding is available and good golf courses are convenient. Sparkling waters of the Gulf . . . world famous fishing grounds help to make this a haven for sportsmen. A complete schedule of entertainment is provided for guests through our entire season . . . dancing, concerts, bridge tournaments and other divertisements.*

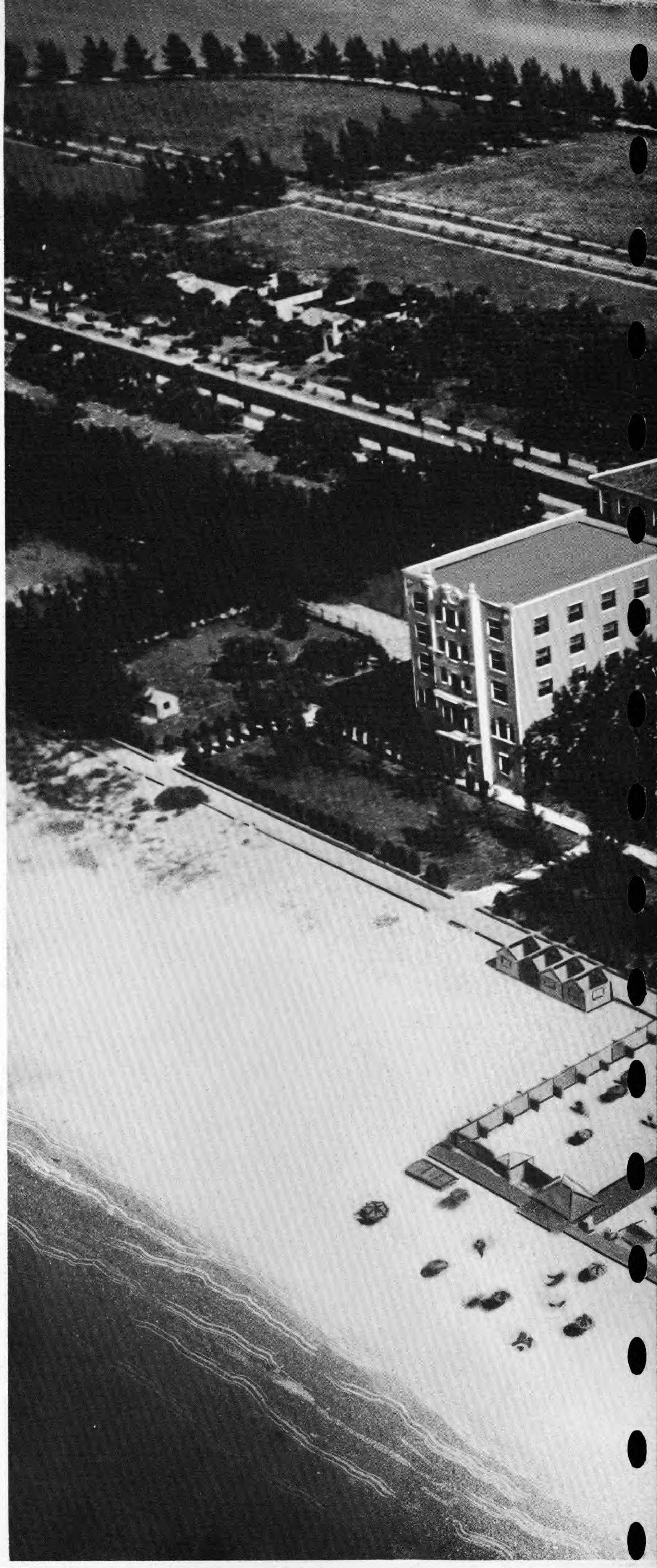
¶ *Food and service . . . unexcelled. A convenient Grille permits bathers to enjoy full days on the beach if desired without having to dress for lunch.*

¶ *Rates are most reasonable, especially when location, service and cuisine are given consideration. Reservations are available for either a short or season stay . . . open from middle of December to the first week in April. American Plan only.*

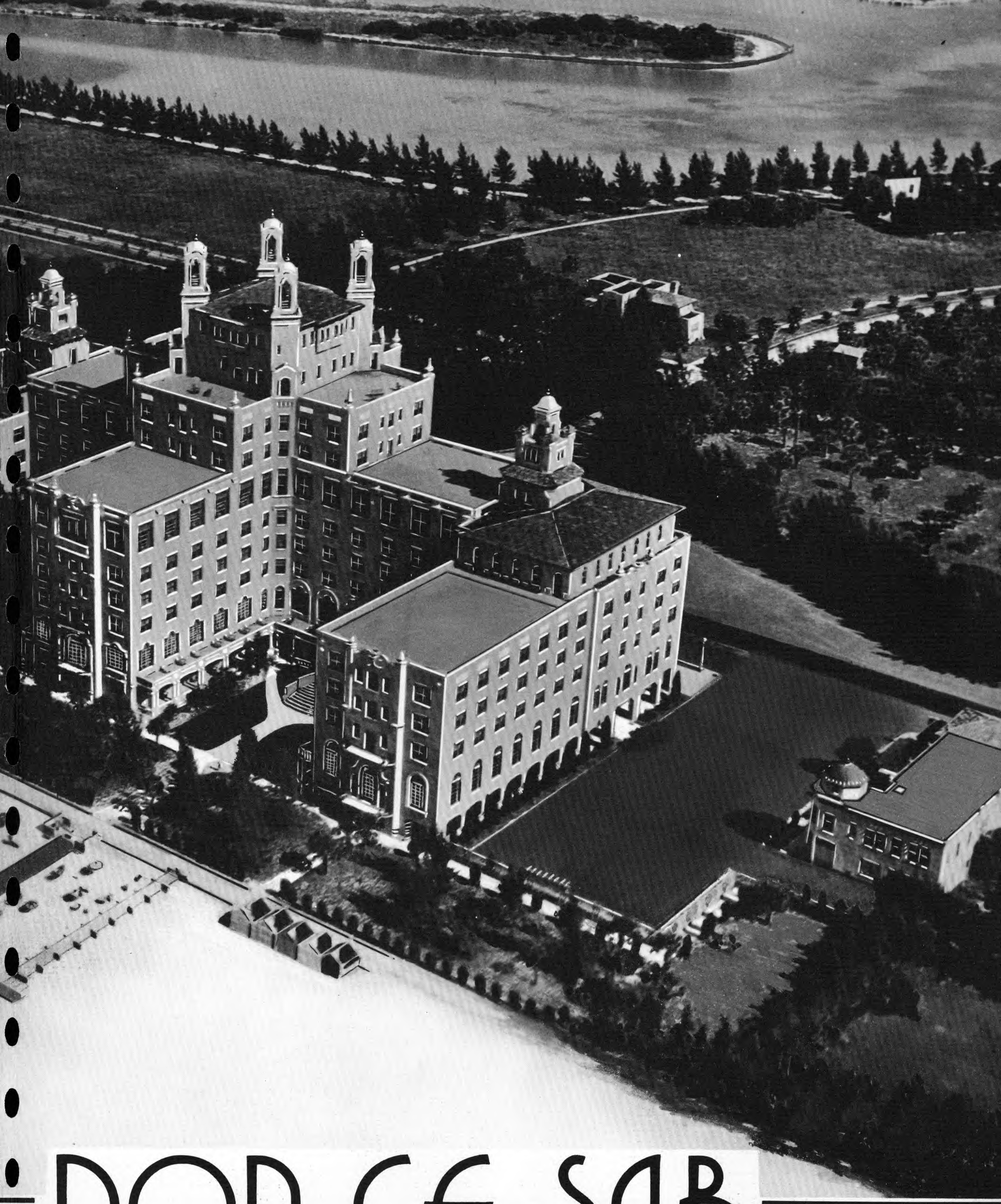


Rates:
Write or wire.

THOMAS J. ROWE
Owner-Manager
Don Ce-Sar Beach Hotel
Pass-A-Grille Beach,
Florida.



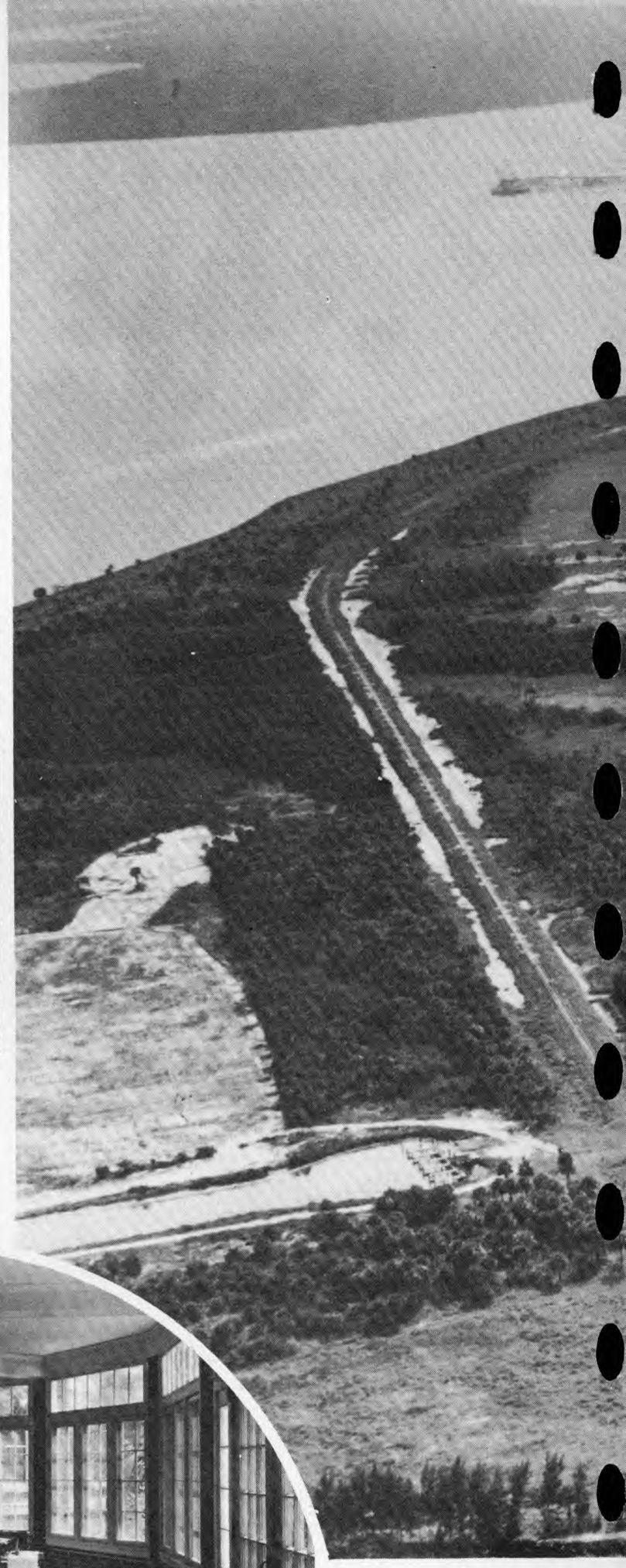
On the GULF OF MEXICO *at Pass-A-Grille Beach . . . . The*



DON CE-SAR

BEACH HOTEL

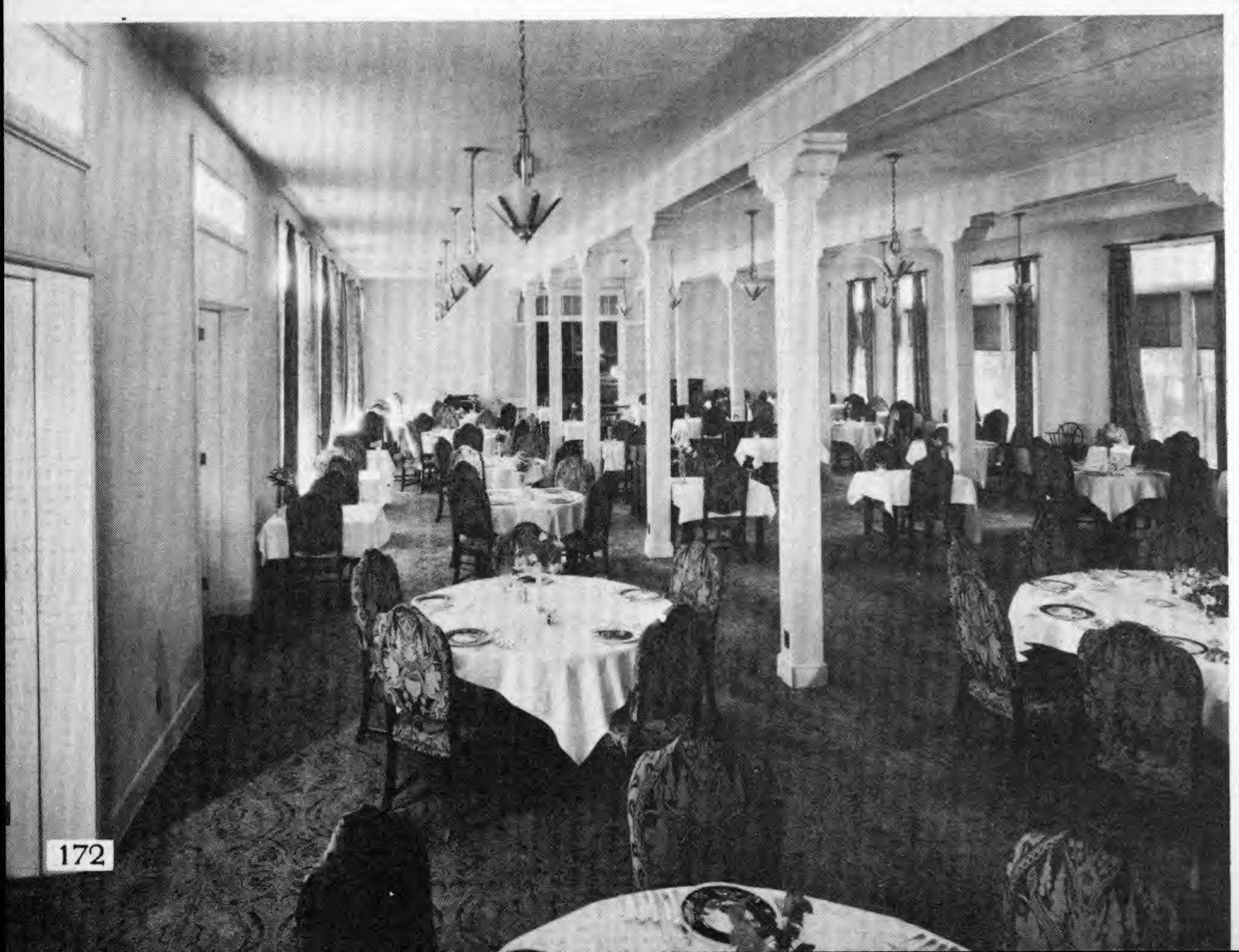
Luxurious Lounge and spacious Mezzanine. A delightful place for congenial gatherings.



Air view of extensive grounds . . . Gulf of Mexico . . . beach . . . golf course.

On the Terrace. The sun's full benefit is obtained here.

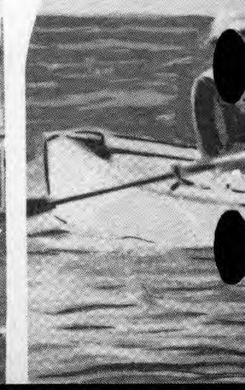
For recreation and your comfort.



Airy, spacious comfortable rooms.

Dining Room . . . famous cuisine . . American Plan.

Teeing off . . . from the Club.



THE BOCA GRANDE HOTEL

BOCA GRANDE · FLORIDA

COLORFUL GASPARILLA ISLAND . . location of THE BOCA GRANDE . . world wide Mecca of fishing enthusiasts seeking "King Tarpon".

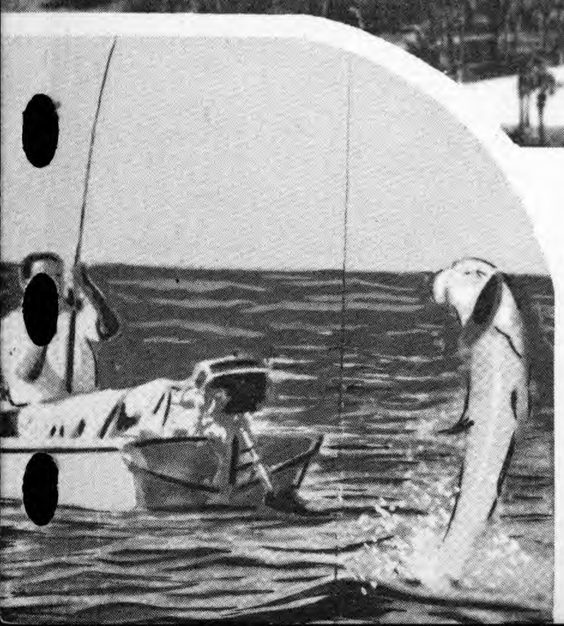
The Boca Grande is a modern hostelry. There is an appeal in this rambling fireproof building located as it is in the midst of extensive and beautiful grounds. Accommodating 250 guests in luxurious manner and operated on the American Plan, discriminating guests are offered complete seclusion and relaxation from the world at large.

If inclined toward sports, then this hostelry doubly appeals because in addition to world famous fishing grounds, it is adjacent to Florida's finest quail shooting. There is also swimming from our own beach . . . yachting, boating . . . tennis . . . and golf on a course adjoining the hotel.

Everything for comfort and the assurance of a pleasant stay.

For rates and reservations write or wire.

THE BOCA GRANDE HOTEL
Boca Grande Florida
Joseph Spadaro, General Manager

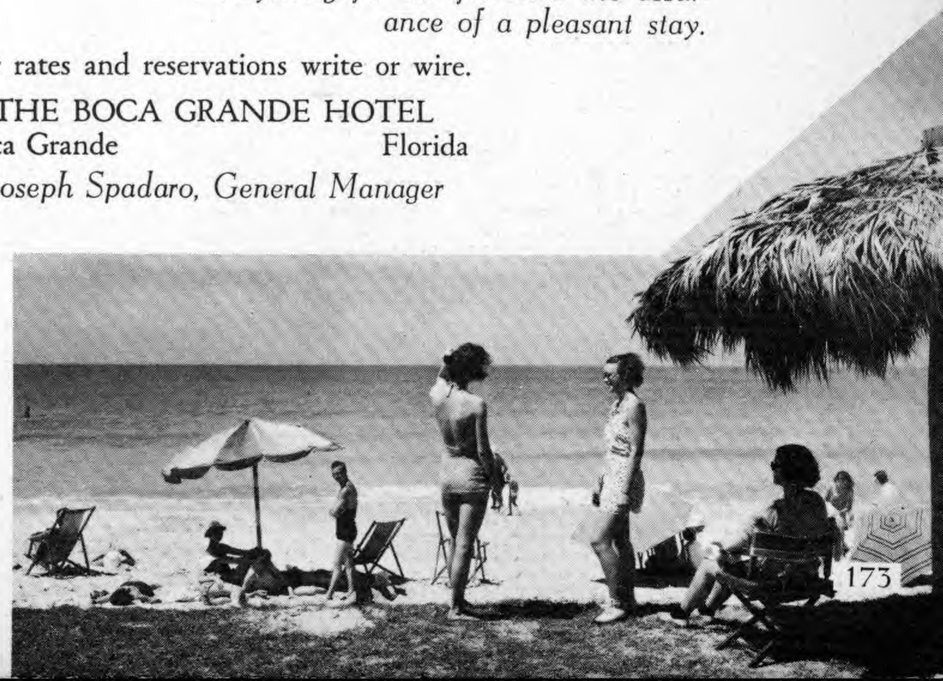


HOW to reach BOCA GRANDE

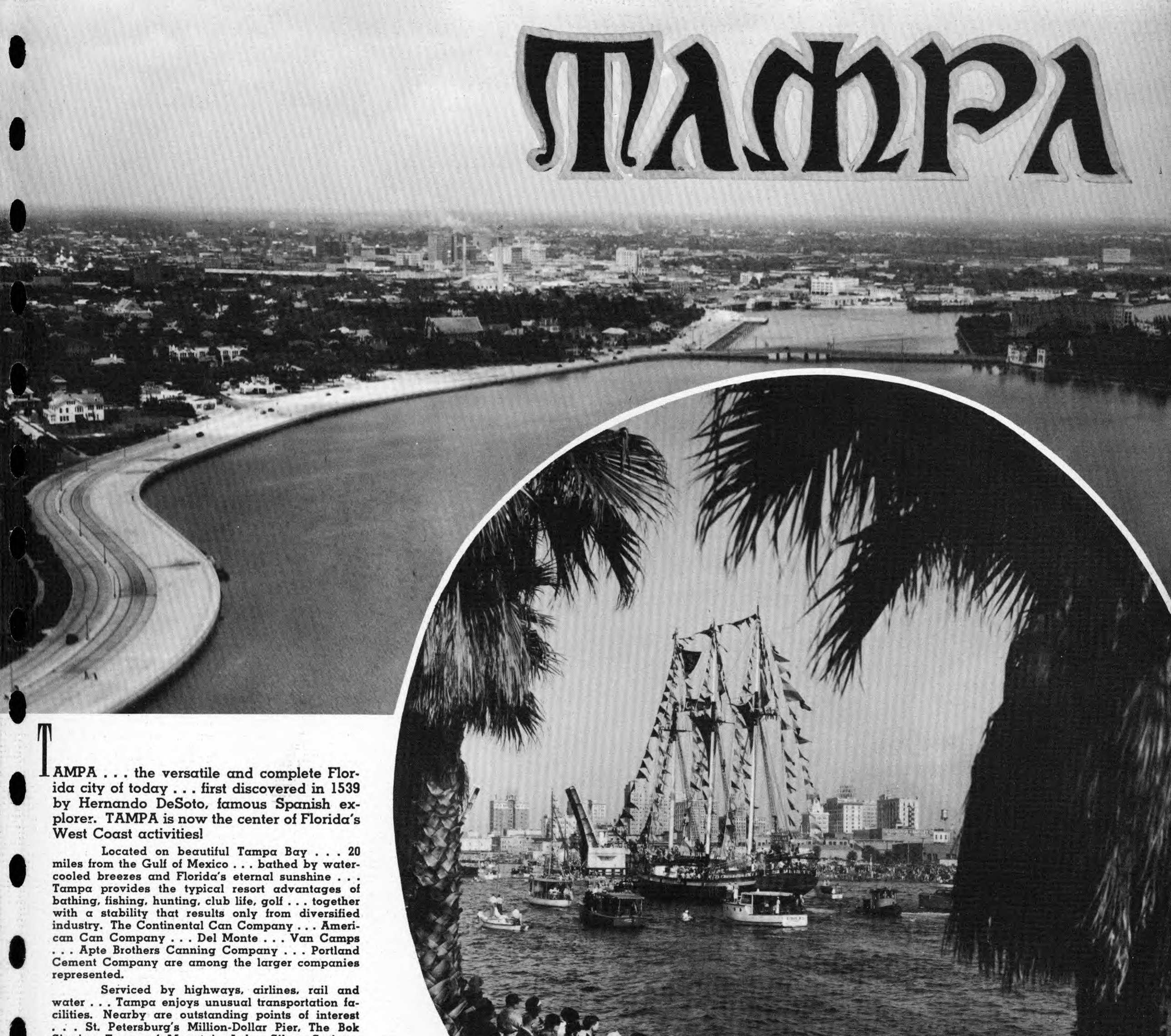
BY TRAIN: Over the Seaboard Air Line Railway, via either Jacksonville or Tampa. Direct Pullman service twice daily to and from New York City and other Northern points. Seaboard makes direct connections with all other railroads at Jacksonville and Tampa.

BY MOTOR: Leave Tamiami Trail three miles south of Venice, continue to Englewood; take right hand turn to Placida, automobile ferry, Placida to Boca Grande. Anyone arriving too late for afternoon ferry will find it convenient to stop over night at The Hotel Orange Blossom in Sarasota.

Perfect bathing in temperate waters. Beach directly in front of hotel.



TAMPA



TAMPA . . . the versatile and complete Florida city of today . . . first discovered in 1539 by Hernando DeSoto, famous Spanish explorer. TAMPA is now the center of Florida's West Coast activities!

Located on beautiful Tampa Bay . . . 20 miles from the Gulf of Mexico . . . bathed by water-cooled breezes and Florida's eternal sunshine . . . Tampa provides the typical resort advantages of bathing, fishing, hunting, club life, golf . . . together with a stability that results only from diversified industry. The Continental Can Company . . . American Can Company . . . Del Monte . . . Van Camps . . . Apte Brothers Canning Company . . . Portland Cement Company are among the larger companies represented.

Serviced by highways, airlines, rail and water . . . Tampa enjoys unusual transportation facilities. Nearby are outstanding points of interest . . . St. Petersburg's Million-Dollar Pier, The Bok Singing Tower of Mountain Lake, Silver Springs, Rainbow Springs, Cypress Gardens, Sarasota's Ringling Art Museum and Winter Circus Headquarters.

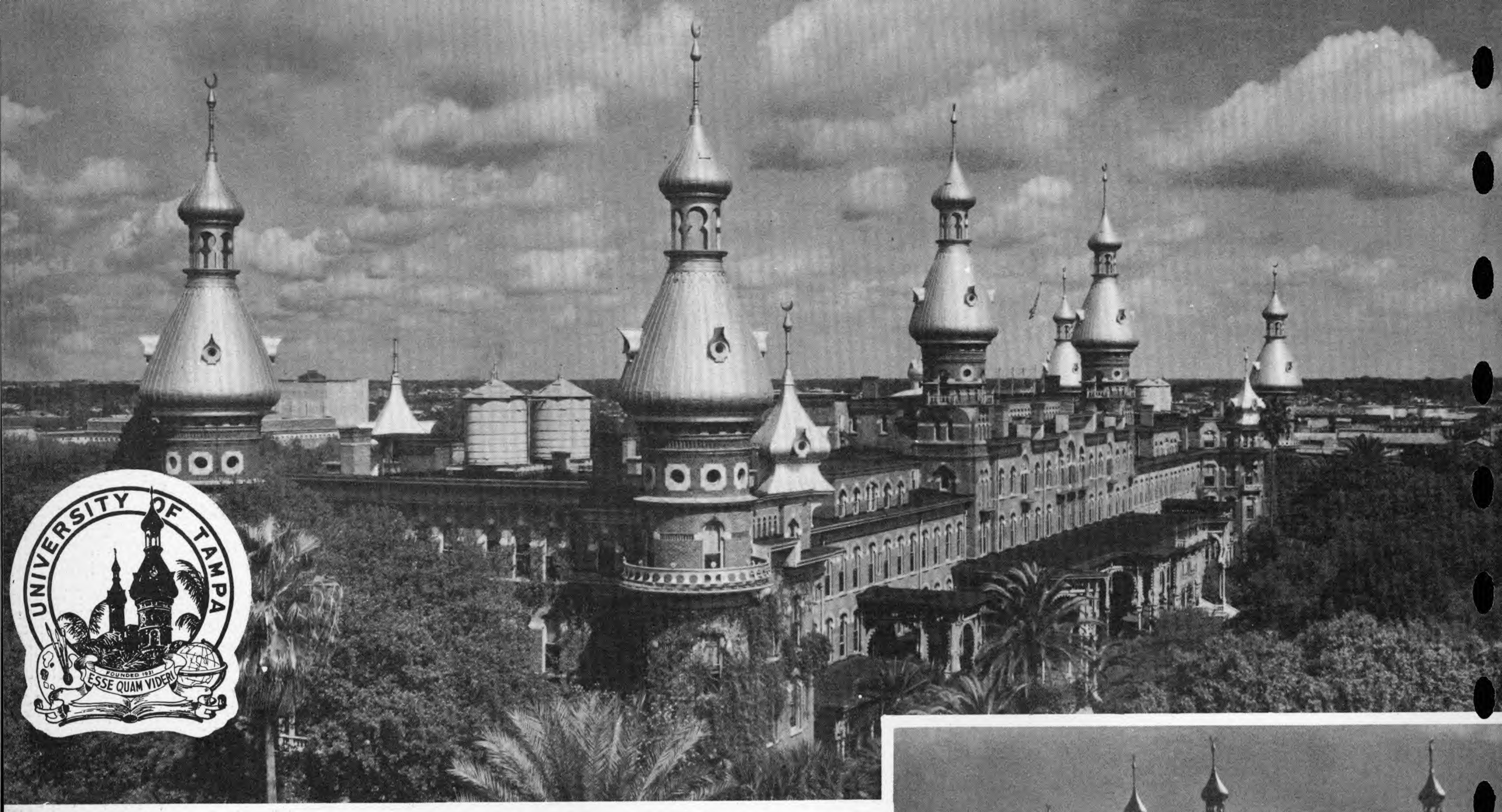
Picturesque fairways welcome you to test your skill . . . remarkably low green fees.

Gasparilla Carnival — Tampa's annual colorful . . . historical festival.

Recognized as an industrial center and one of the largest and most active ports in the nation, with 450 manufacturing firms making 150 different products . . . Tampa is also the center of Florida's newest industry . . . The Citrus Canning Industry.

Fine Schools, Churches, Libraries, Modern Shops . . . Hotels, Apartments . . . unusually reasonable prices. Friendly people . . . a city of homes . . . a city where you may earn a livelihood as well as enjoy . . . LIVING!

THE TAMPA CHAMBER OF COMMERCE places its facilities at your service to advise you on any phase of Tampa's industrial, commercial, tourist or convention facilities.



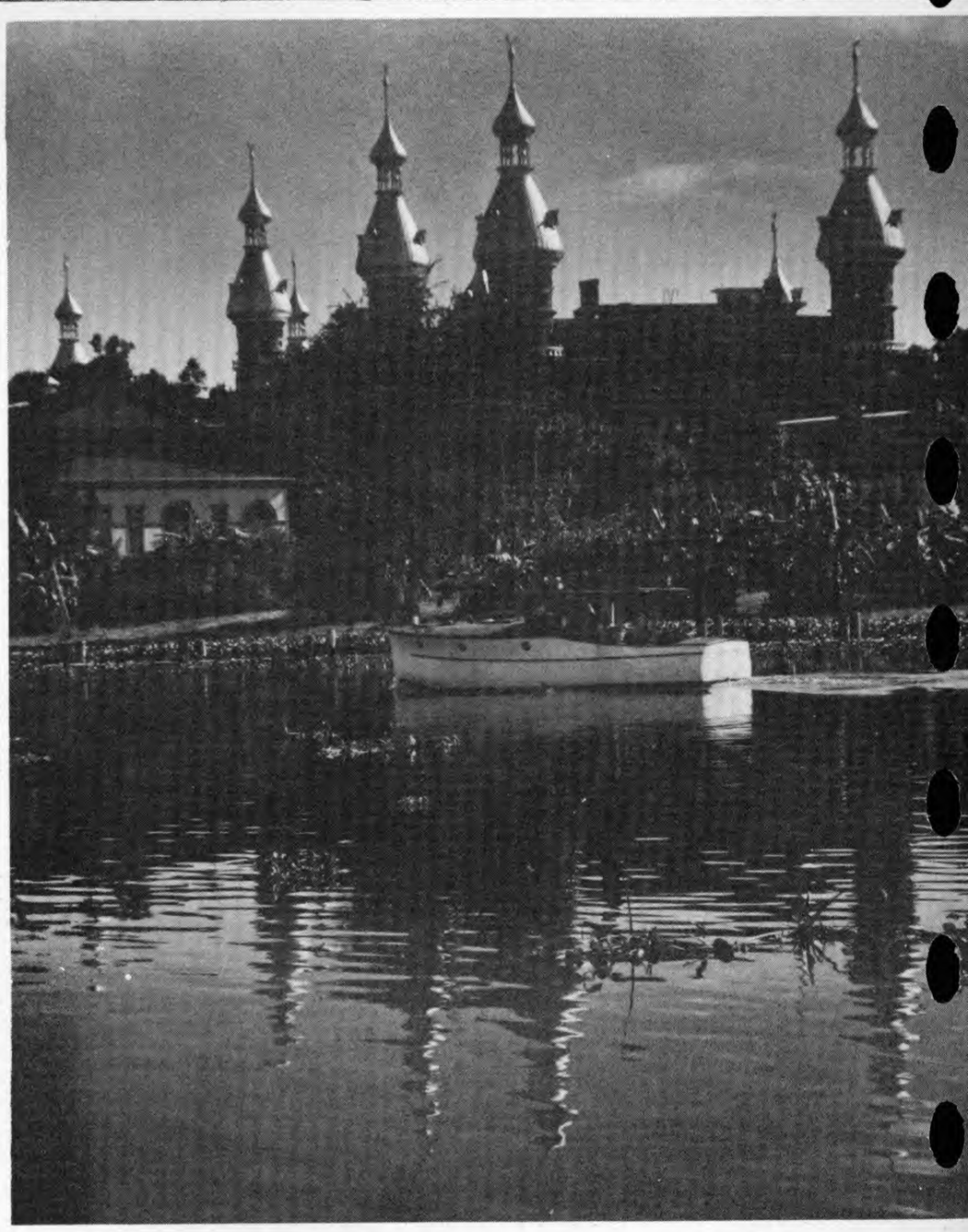
UNIVERSITY OF TAMPA

Situated in heart of Tampa . . . world famous for purity of its Moorish architecture

AN INSPIRATION for faculty and students alike . . . constructed by Henry B. Plant at a cost of $3,500,000, there is within these minaret spired and massive ivy-colored walls a collection of costly furnishings and priceless works of art . . . for all who seek . . . a heritage of richness and character, a feeling of something accomplished, a goal worthwhile.

The experienced, highly qualified faculty is dedicated to one principle . . . to give the student body the best in Collegiate education. Standard lines are adhered to . . . unnecessary indulgences in experimentation are not tolerated.

University of Tampa exists for its students. The sole criteria in selection and retention of faculty are the character, soundness of preparation and teaching ability of the individual instructor. Here ideal climate, inspired teaching, a complete sports program and a delightful campus make a perfect setting for this seat of higher education.



Reflected Spires

■

UNIVERSITY OF TAMPA
Tampa : Florida
John H. Sherman
President

■

Library-Reading Room

Hotel Tampa Terrace

Tampa, Florida

A modern year 'round hotel in the heart of a thriving metropolitan city . . .
HOTEL TAMPA TERRACE
Meeting place for West Coast business and social life, and a favorite with sports world celebrities and writers . . .

A thing of beauty in this modern hostelry is the spacious lobby with its marble stairways and crystal lighting fixtures brought from a famous Austrian castle.

Home of the new Palm Room, *Southland's most beautiful convention headquarters,* fully equipped cinema and sound facilities, with unobstructed view for 700 at meetings and 625 at banquets. Other rooms of various size fill ideal convention requirements. Also, home of the *famous Terrace Lounge,* with its delightful cuisine, music and other features.

Guest *privileges to five 18-hole golf courses* located nearby even though the Terrace itself is in the heart of the theatre and shopping district.

Located in the center of Florida's West Coast scenicland, the Terrace serves either tourist or commercial trade.

THE TAMPA TERRACE
J. C. Wilson, Manager

Headquarters of the Collier Hotel System. A Florida institution.

Tropical gardens of surpassing beauty . . . beckon the traveler to come in and be welcome.

The EMBASSY
APARTMENTS

THE EMBASSY . . . facing beautiful Plant Park with it's restful panorama of tropical planting and sturdy old oaks.

Seemingly unbelievable . . . that a location so close to all downtown Tampa and it's many attractions could provide such a delightful spot of peace and quietude as this.

An address of distinction . . richness and good taste displayed in its appointments. A residence of discrimination and culture.

Rates arranged for those anticipating a long stay. Special rates for a month or yearly lease. However, daily accommodations are available.

■

THE EMBASSY

110 Crescent Place Tampa, Florida
O. C. Thompson, Manager

Large, luxuriously furnished living rooms

The Embassy and the Crescent Apartments are under the same management.

JAY HEARIN, Inc.
Maas Office Building
Tampa, Florida

Bright airy bedrooms

Attractive entrance facing Plant Park

THE

Crescent Apartment Hotel . . in Tampa, Florida

Management: Jay Hearin, Inc.
Maas Office Building
Tampa, Florida

THE desire to create a modern apartment home for those appreciating the highest standards of hospitality resulted in the building of The Crescent.

Every facility essential for good living is prevalent. Comfortable and well equipped. Delightful living rooms . . . attractive bedrooms and baths.

Dining Room and Grille located in building.

Reservations accepted for overnight, monthly, seasonal . . . or a yearly lease may be arranged. Designed for discriminating tastes.

THE CRESCENT APARTMENT HOTEL
102 Crescent Place Tampa, Florida
O. C. Thompson, Manager

Modern living rooms, colorfully furnished.

Bedrooms designed to insure a good night's rest.

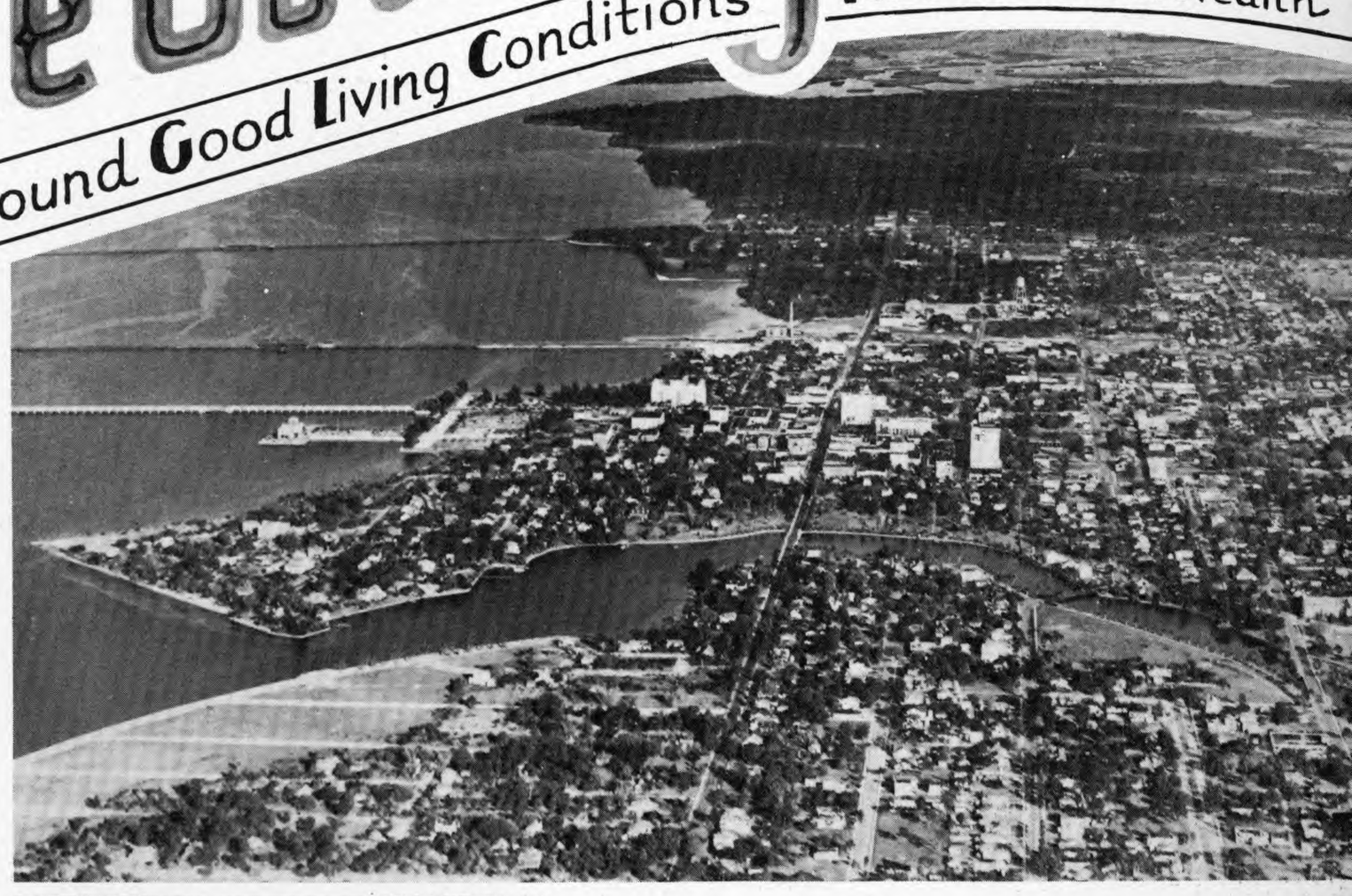
Along the by-ways of beautiful Manatee County

Manatee County

For Ideal Vacations • All Around Good Living Conditions

The Garden Spot of Florida's WEST COAST

For Climate and Health



Top of page: Some of Manatee County's fine sports for visitors. *Just above:* Aerial view of Bradenton and the Manatee River, white bridge in foreground carries U. S. No. 41. *At left:* Bradenton Chamber of Commerce.

Located midway down Florida's beautiful West Coast . . . bounded by Tampa Bay and the Gulf of Mexico . . . enjoying constant conditioned sea breezes . . . here indeed is a part of Florida which MUST *be included in your itinerary.*

¶ Manatee County combines the natural semi-tropic beauties of the Sunshine State with modern accommodations and facilities for visitors.

¶ The open and inland waterways produce wonderful fishing and boating. There are miles of truly magnificent beaches for surf and sun bathing. Excellent highways lead in every direction for sightseeing and exploring. Each of Manatee County's communities offer sports and entertainment for visitors.

¶ Manatee County is known as "the Garden Spot of Florida's West Coast" . . . shipping an average of a solid carload of fruit and produce every 90 minutes throughout the year.

¶ Come and visit with us when you are in Florida. We will gladly send you one of the new picture books of Manatee County upon receipt of your inquiry.

BRADENTON
CHAMBER OF COMMERCE
Memorial Pier Bradenton, Florida

For a vacation or for a place to locate an ideal Florida home . . . Manatee County offers wonderful opportunities for real living.

Hotel Manatee River *in Bradenton*

Wherever you find *one of the twelve* Collier Florida Coast Hotels . . . you can expect a modern, luxurious hostelry . . . efficient and courteous service.

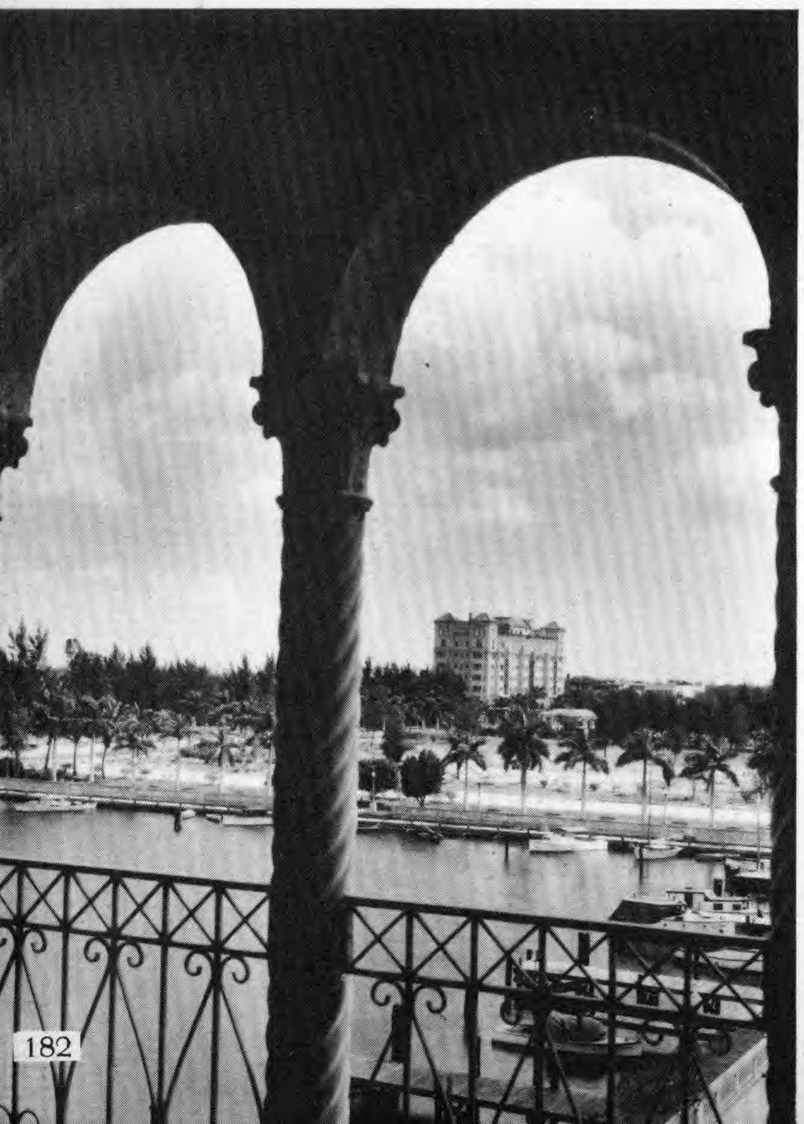
The Manatee River Hotel at Bradenton is *typical of the Collier Hotel System.* A jewel in the resplendent setting of one of Florida's most delightful resorts . . . where guests find every vacation fulfillment.

On the famous Tamiami Trail, overlooking matchless Manatee River but eleven miles from Sarasota, The Manatee River Hotel is *situated in West Florida's scenic wonderland.*

Unusually attractive guest rooms . . . distinctive service . . . cuisine satisfying the most fastidious . . . varied indoor diversions. Should you elect — golf, fishing, tennis and all popular sports are available.

Collier Florida Coast Hotels
HOTEL MANATEE RIVER
L. R. Cornell, Manager

A refreshing experience in hotel service . . . The Hotel Manatee River



Viewed from the arches of the Bradenton Chamber of Commerce Building.

Beautiful Manatee River

HOTEL

Dixie Grande In Bradenton

For a cordial welcome . . The Dixie Grande . . one of Bradenton's finest and Florida's important, year 'round hotels.

Close to shops, theatres and churches. A modern hotel with its spacious, beautiful lobby — sun porch, sun parlor and patio, an attractive mezzanine has a decided appeal to all. This hostelry might well claim to be a center of social activities . . . these, together with other entertainment provisions, are enjoyed by an appreciative clientele.

Large, airy guest rooms—steam heat throughout and . . . a coffee shop famous for quality food, at popular prices. Excellent service, a cordial welcome and a friendly spirit . . . your best insurance for a perfect vacation.

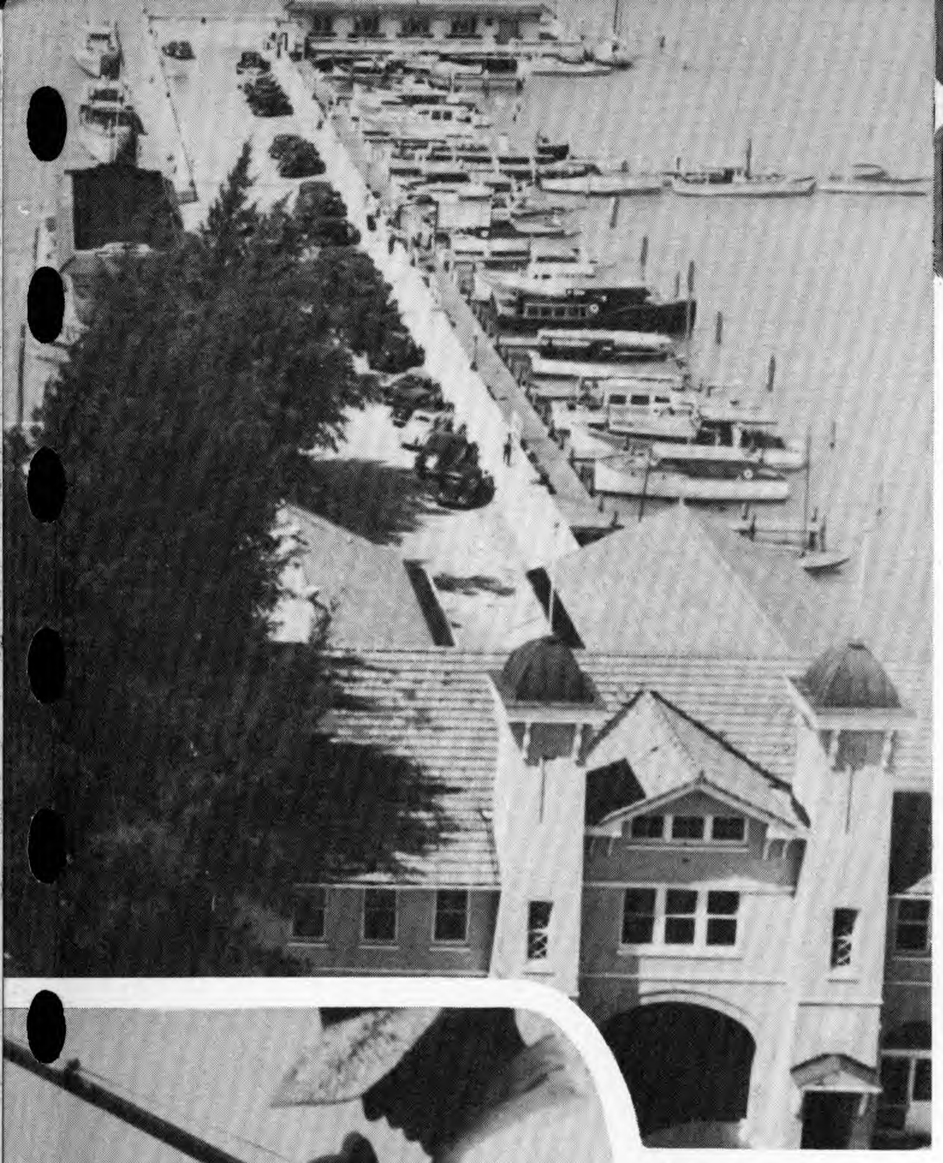
Portion of Mezzanine

HOTEL DIXIE GRANDE
A. F. CAUSEY, *Manager*
Bradenton, Florida

The Billiard Room

Florida's Art & Recreation Center

SARASOTA



Sarasota Municipal Docks and Fishing Fleet.

SARASOTA'S COMPELLING INDIVIDUALITY—INDESCRIBABLE ALLUREMENT . . . captures you . . . and should you leave . . . it brings you back . . . to stay.

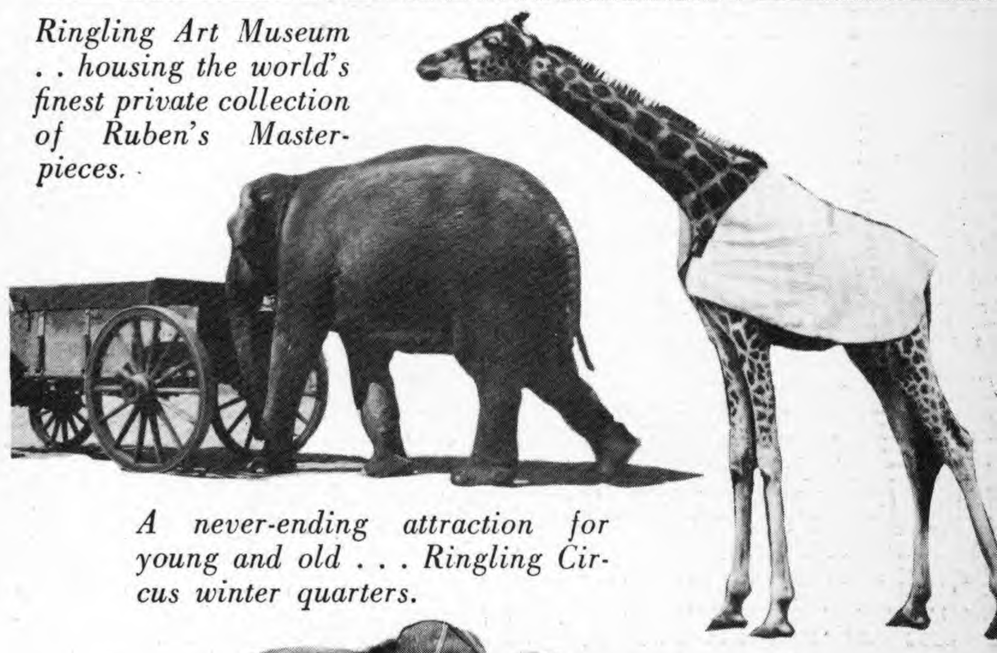
¶ The combination of all these rare and priceless features . . . assembled here in the Sarasota area . . . make a rendezvous of natural beauty with artistic and cultural development. To those who would enjoy these varied advantages . . . Sarasota ever attracts . . . and holds.

¶ White sand beaches . . . Sun-set afterglow, rivalling that of the Mediterranean . . Actinic Sun Rays, superior to the Swiss Alps . . . a climate rivalling Cairo . . . Museum of Art, second only to the Metropolitan of New York City. Modern Educational Features and for both little kiddies and grown ups . . The Ringling Circus Winter Quarters.

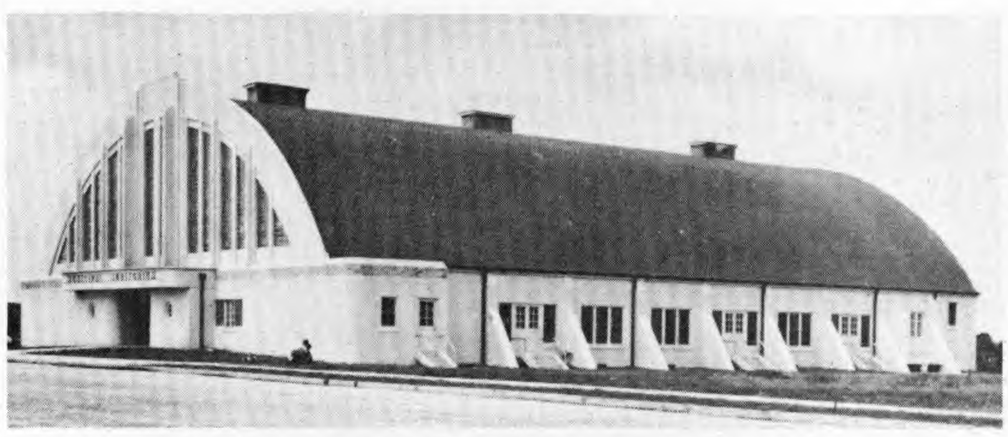
¶ There is a peculiar charm and beauty about Sarasota. This is a city of homes . . . homes of distinctive and individual character. For its many visitors, excellent hotel and apartment accommodations have been provided to meet every need.

Write to the
Sarasota Chamber of Commerce
Department C
For Further Information

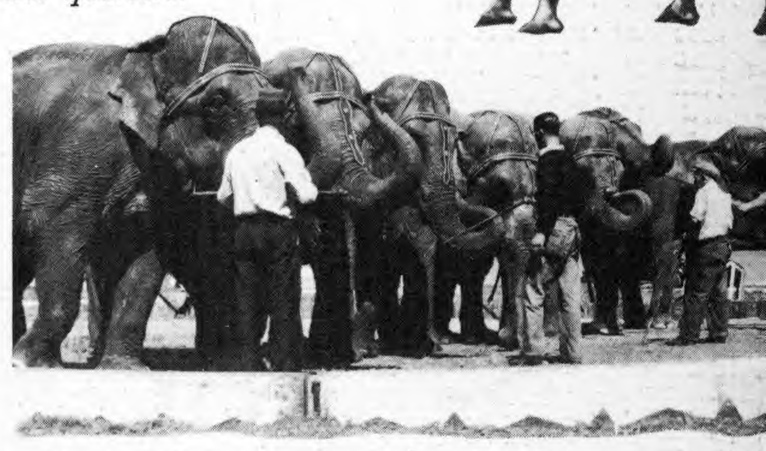
Ringling Art Museum . . housing the world's finest private collection of Ruben's Masterpieces.



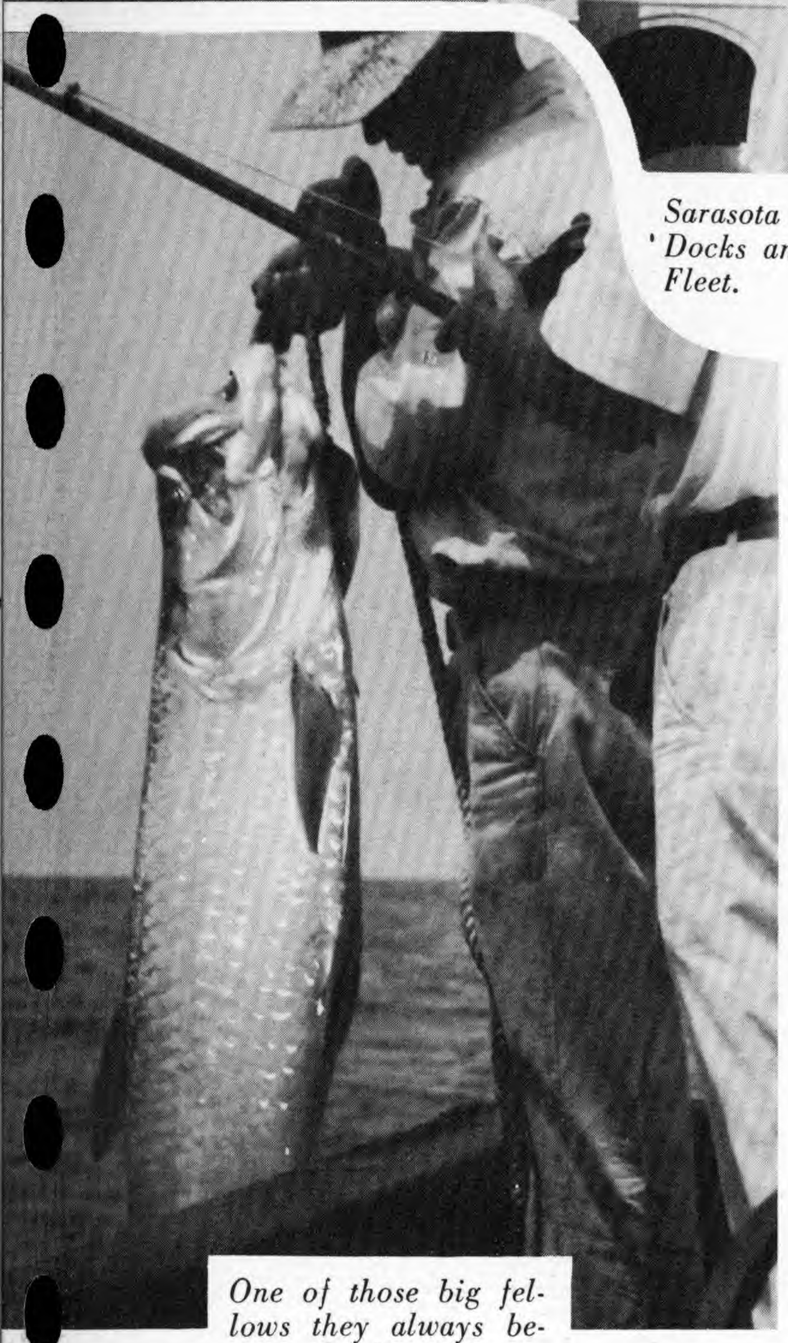
A never-ending attraction for young and old . . . Ringling Circus winter quarters.



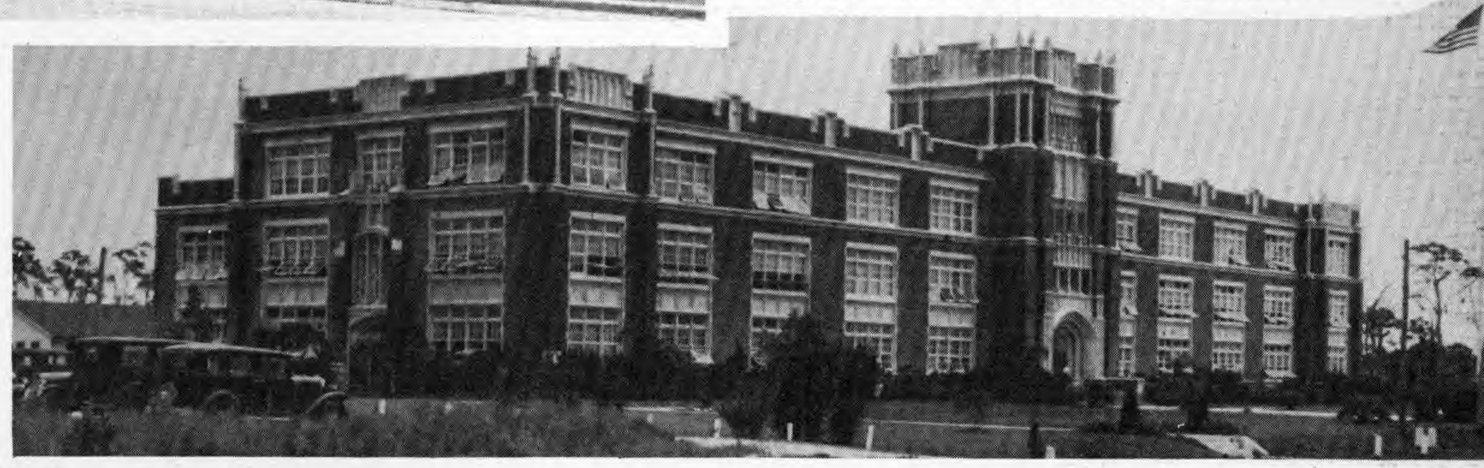
Sarasota Municipal Auditorium



Typical Sarasota educational facilities



One of those big fellows they always believe you buy.



Sarasota . . . its Magnificent Bay.

Mira-Mar Hotel

"Gem of the West Coast"

OVERLOOKING Sarasota Bay . . . *surrounded by colorful Tropical Gardens . . . imposing and attractive* Mira-Mar, *a friendly, distinctive and individual hotel.*

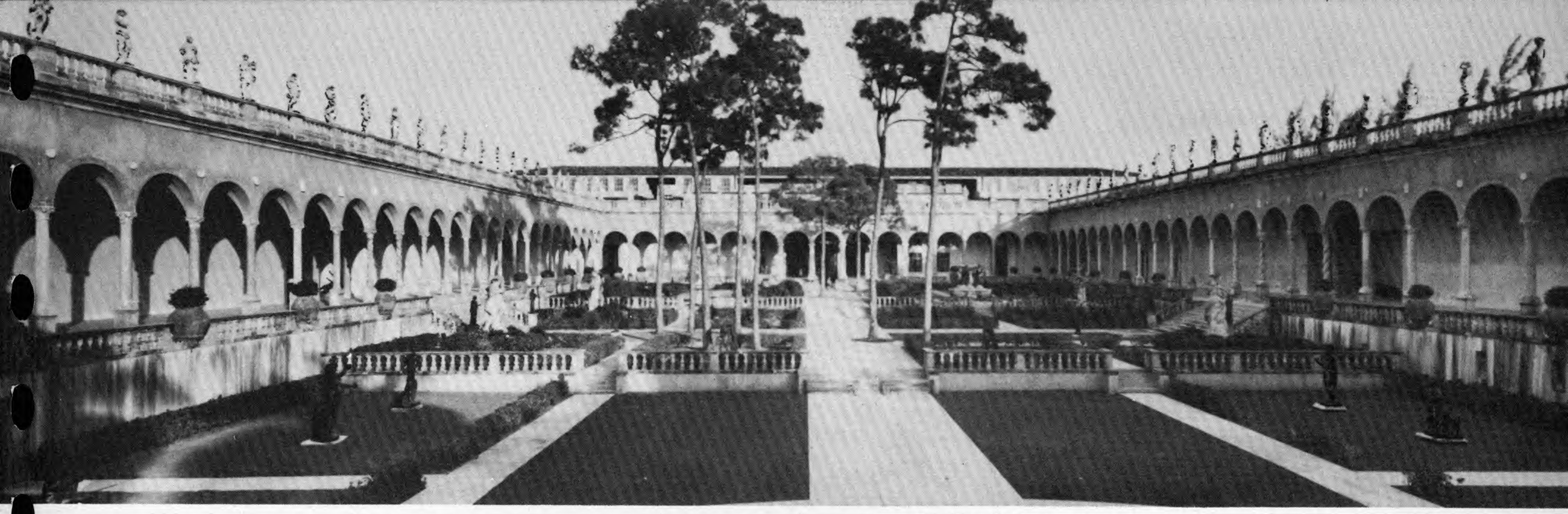
Strategically located is the Mira-Mar. A rendezvous *for Sarasota visitors. Every point of interest . . . beaches, golf course, shopping district, theatres . . . all are convenient.*

In keeping with all other high standards of the hostelry are . . . the spacious, luxuriously furnished lobby and attractive rooms. The Mira-Mar *is noted for its dining room, the excellent meals and the moderate price. We suggest a reservation.*

Write for descriptive folder
MIRA-MAR HOTEL
Sarasota, Florida

The bright, sunny Dining Room . . . where guests and visitors enjoy the finest at reasonable prices . . . Center of Sarasota's winter colony. The spacious, homelike . . . Lounge.

Mira-Mar
Sarasota, Florida



RINGLING SCHOOL OF ART

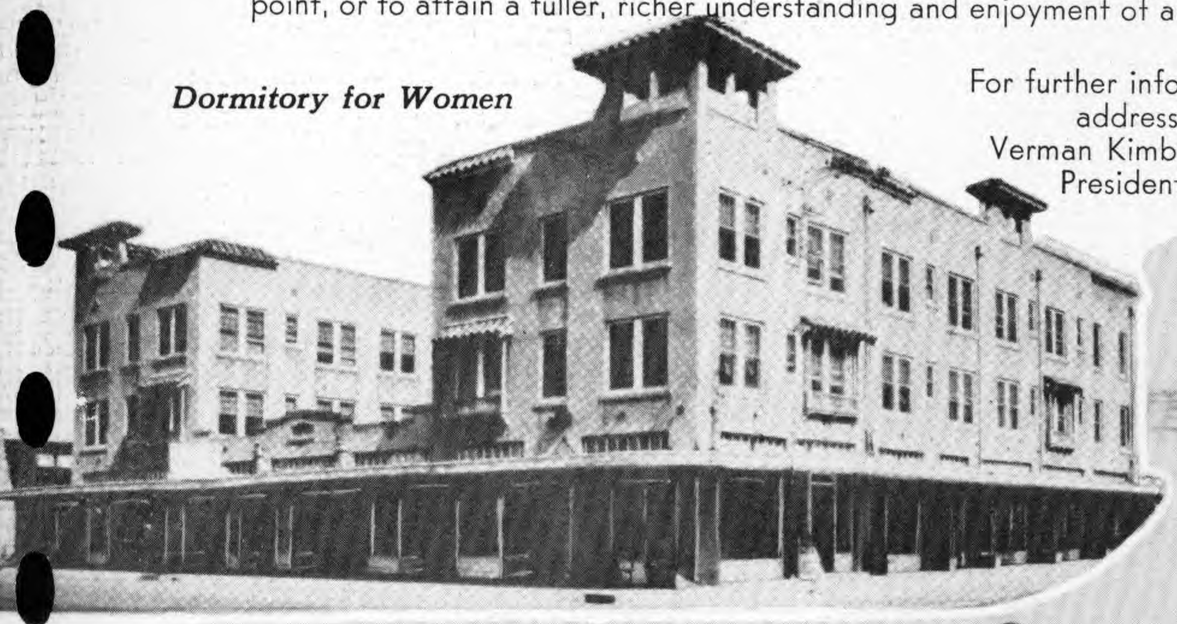
· SARASOTA · FLORIDA ·

ART **AND A SCHOOL FOR ITS TRUE EXPRESSION** must have a proper setting. Sarasota, location of this famous school, oft times is compared to old Naples, Italy. There is a similarity in the beautiful Bay each possesses. Here, however, the old world charm is found in a modern city.

In this setting Mr. John Ringling created one of the nation's finest art museums and established an institution foremost among art schools in the country. Buildings with the atmosphere of old Italy and Spain . . . galleries fitting for the finest private collection in the world of the Master painter—Rubens. The place and the opportunity to develop artistic talent to an effective point, or to attain a fuller, richer understanding and enjoyment of art.

Typical examples . . . Water Color and Poster work of students.

Dormitory for Women



For further information address Verman Kimbrough, President.

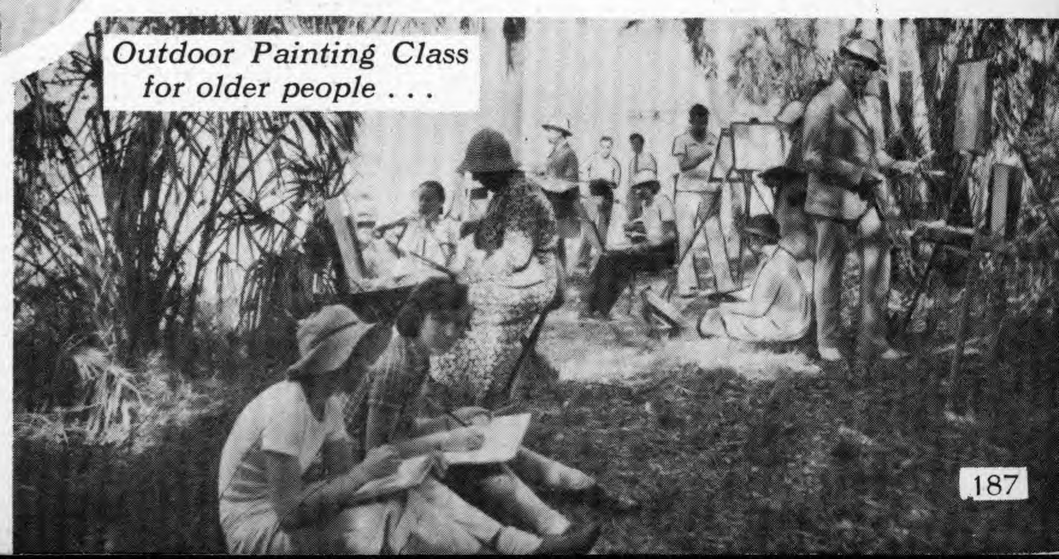
NO OTHER SCHOOL in America offers the outdoor activities enjoyed by the students of the Ringling School of Art.

NATURE PROVIDES a vast studio in Sarasota . . . its background . . . animals of Ringling Brothers Circus Quarters . . . the Gulf of Mexico and Sarasota Bay . . . blue-green waters, the semi-tropical jungles, beautiful exotic planting.

A *Complete* SCHOOL of artistic effort. Painting, Drawing, Advertising Art and Illustration, Costume Design and Fashion Illustration, Interior Decorating . . . is offered.

Commercial Art Class under direction of Donald Blake.

The open Studio . . Life Class on the Beach.



The Hotel

ORANGE BLOSSOM

in SARASOTA · FLORIDA ·

Affiliated with
The Boca Grande Hotel
Boca Grande, Florida

ACCLAIMED UNUSUAL . . .
by seasoned traveler and vacationist alike!

The rare combination of seclusion in a convenient and highly favored location. Seemingly in the heart of the city . . . all advantages, with freedom from traffic noise . . . airiness . . . unobstructed views of beautiful Sarasota Bay.

Outdoor sports! Sarasota has many. Golf, tennis, swimming, horseback riding, fishing, yachting. Entertainment . . . theatres, winter quarters of Ringling's Circus and numerous other attractions.

Every modern convenience and service assured. Above all . . . a close relationship always prevalent between management and guests.

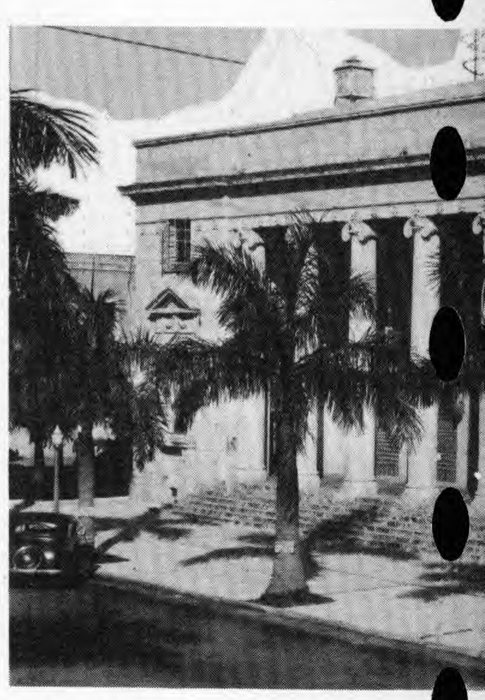
Reservations accepted for a short visit or winter season. European Plan.
Write or wire JOSEPH SPADARO, *General Manager*

FORT MYERS

The City of Palms

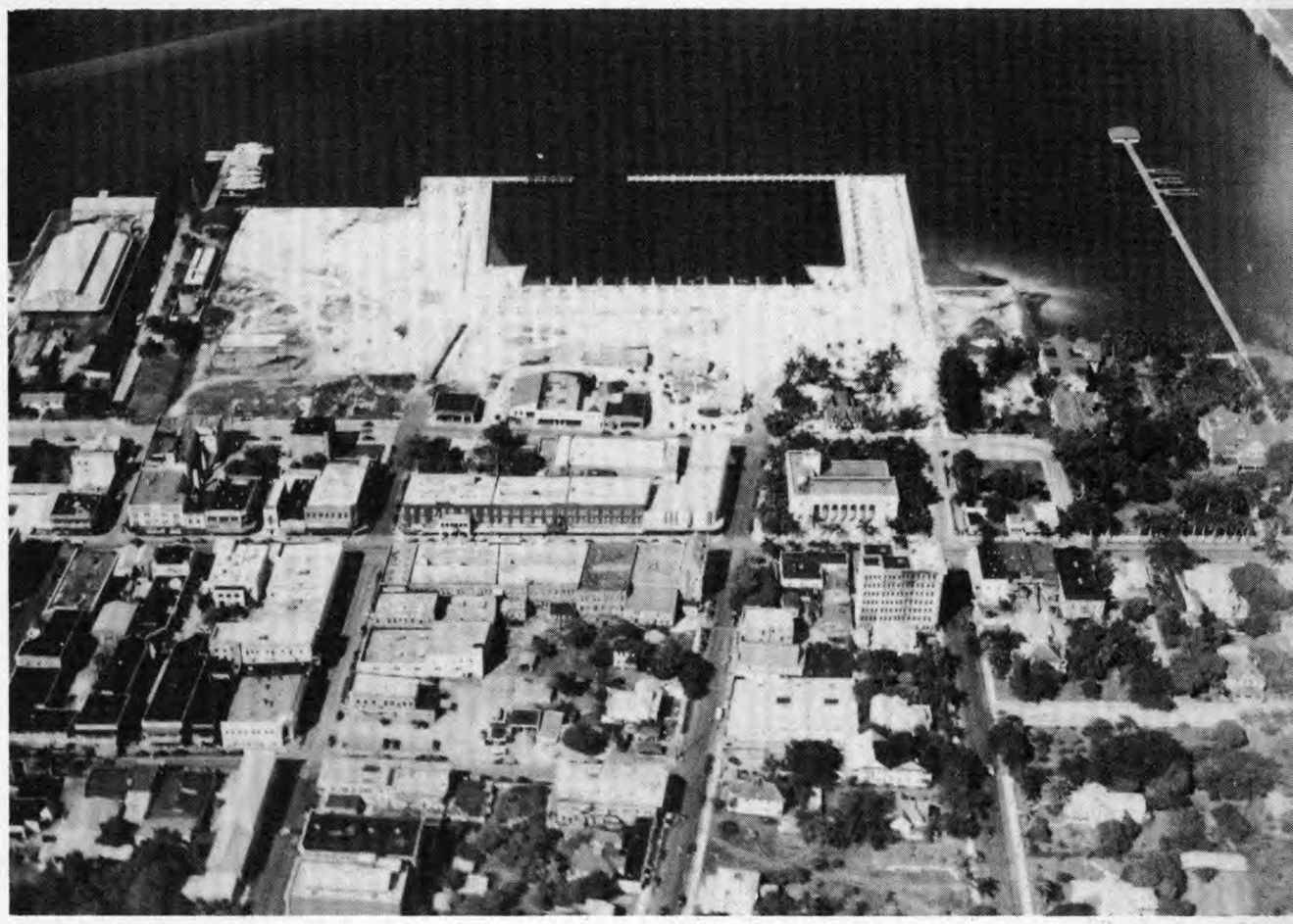
One hundred sixty-two varieties of vegetables . . hundreds of carloads of Egg Plant, Peppers, Tomatoes, Squash and other vegetables are shipped annually. Sugar Cane and forage crops . . . year 'round cattle grazing . . . poultry center . . . a substantial background for a metropolitan city.

Some of the more than nine thousand Palm Trees transforming otherwise ordinary streets into incomparably beautiful boulevards.



Lee County Court House

Fort Myers Beach



Fort Myers' New Yacht Basin . . . a Boatman's Mecca.

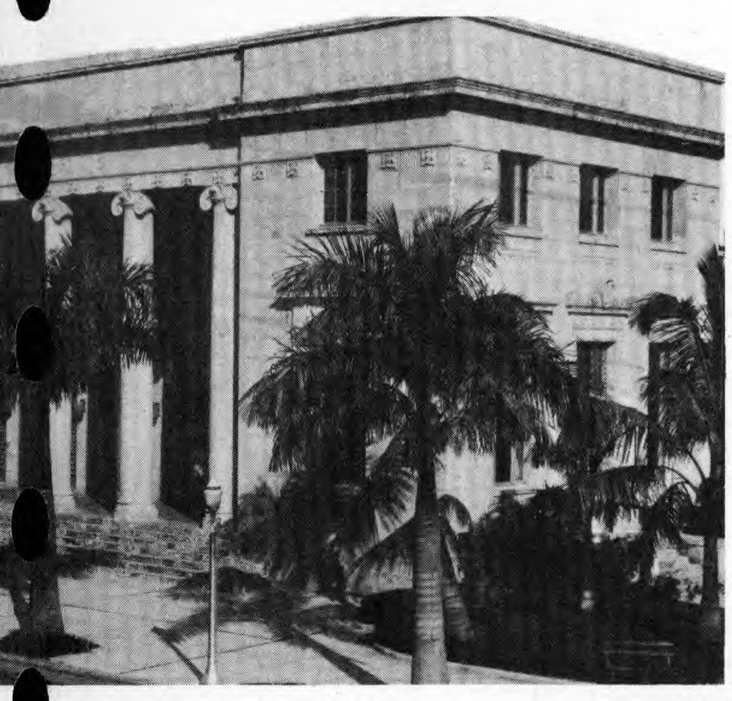
And the Renowned Beauty of Lee County

PICTURE A CITY with over nine thousand glorious palm trees along boulevards and parkways, together with other tropical foliage and . . . you have Fort Myers!

COUNTY SEAT OF LEE COUNTY with over twelve thousand inhabitants . . . proudly claiming the late Thomas Alva Edison as its discoverer by reason of making it his winter home in 1884 . . . the city fittingly proves its County to be the most tropical in North America.

FORT MYERS BEACH, a twenty minute drive, is a resort colony in itself . . . eight miles of white sand beach with no undertow . . . fishing pier . . . fresh water swimming pool . . . everything the beach enthusiast can anticipate.

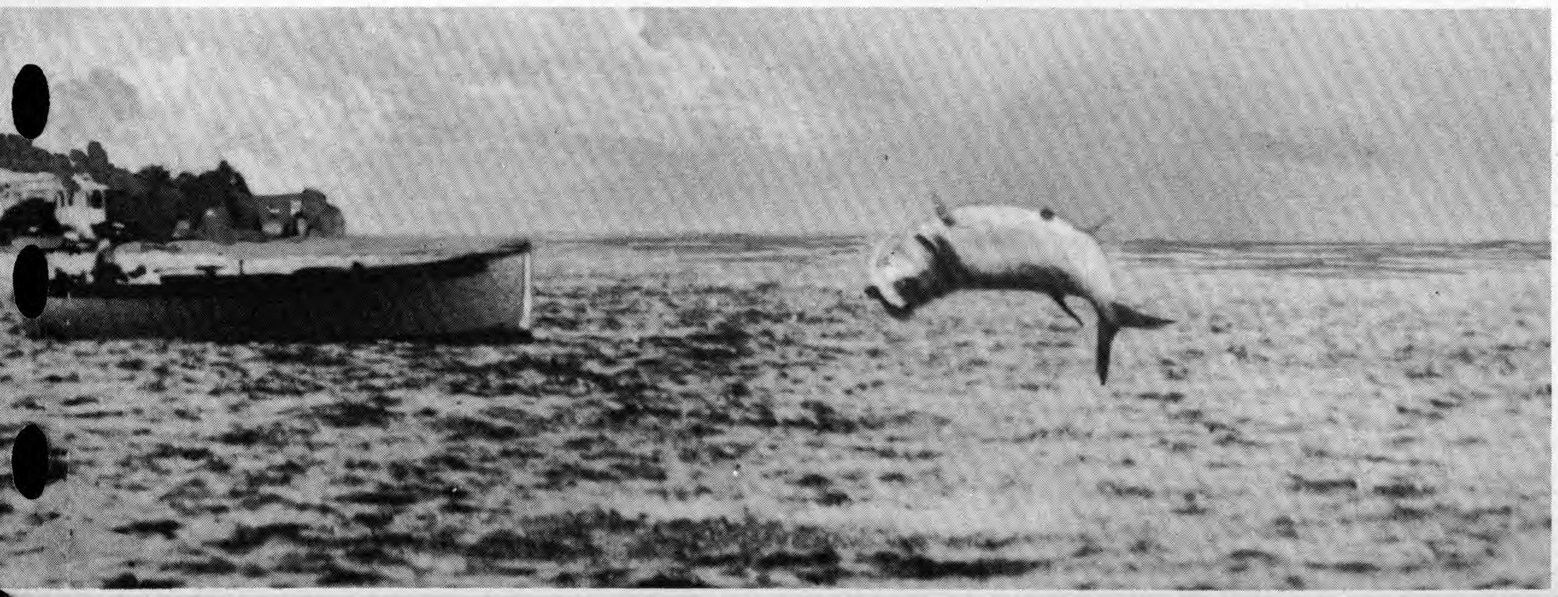
MANY ACTIVITIES . . . boating . . . fishing . . . tennis . . . shuffleboard . . . swimming . . . golfing . . . motoring . . . an altogether friendly city of homes . . . accredited schools . . . churches and clubs. She opens wide her palm-lined avenues with the perpetual welcome . . . to come once means to come again.



Fort Myers Post Office

A welcome is extended you from City of Fort Myers and all Lee County

LEE COUNTY CHAMBER OF COMMERCE FORT MYERS, FLORIDA



Six hundred varieties of fish abound in these waters . . . more Tarpon are said to be caught here each year than in any other locality . . Experienced guides.

HOTEL MORGAN

FORT MYERS, FLORIDA

ERNEST J. CASSEN, Manager

In the Center of Ft. Myers' Business Area

Overlooking the Caloosahatchee River . . . stands the sixty-two room Hotel Morgan . . . in the heart of downtown Fort Myers.

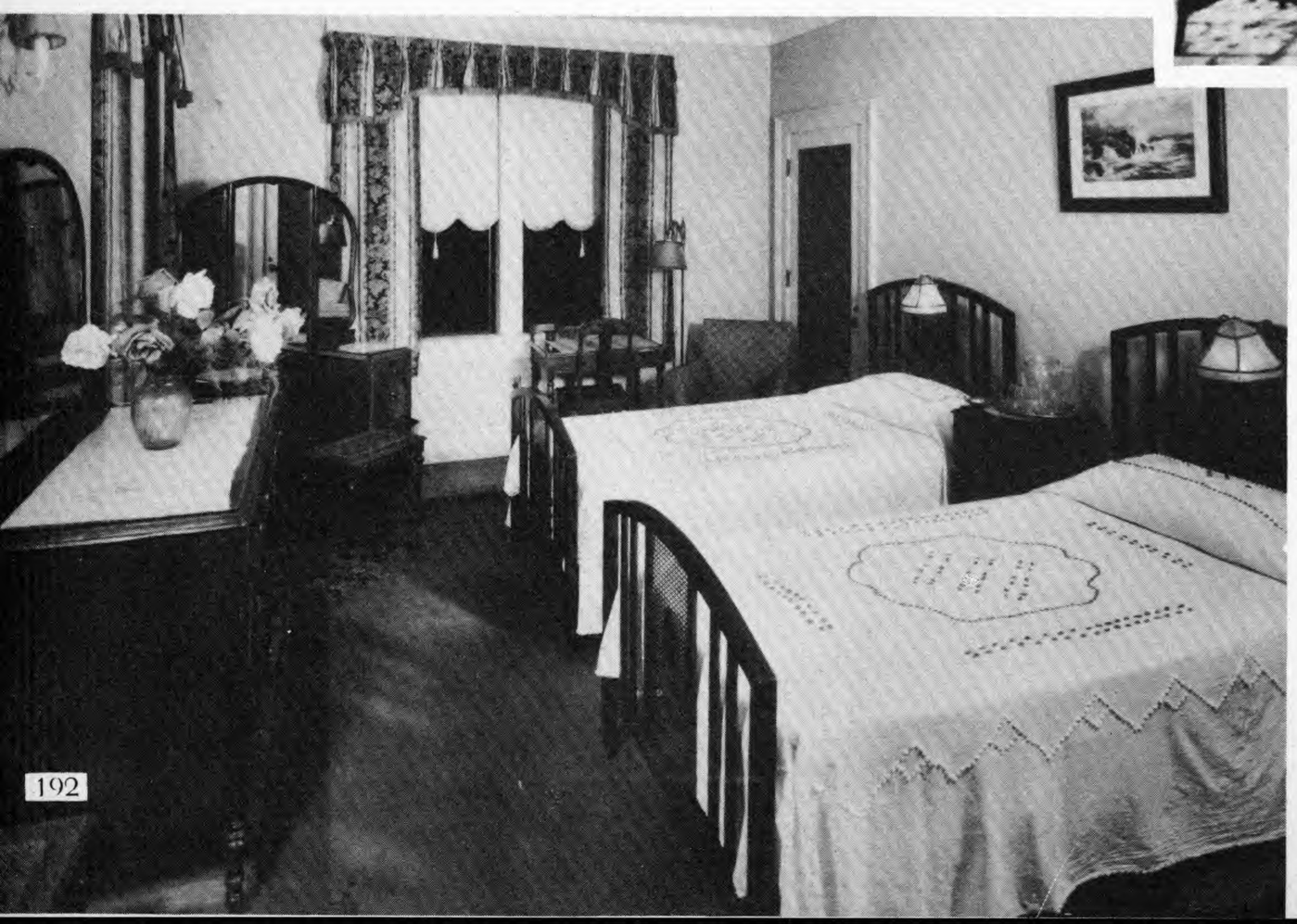
■

A Fort Myers' landmark . . . The Morgan, an attractive hostelry of fireproof construction and open the year 'round. American and European plan . . . elevator service . . . reasonable rates. Each room with bath . . . all with Simmons Mattresses.

The Morgan is noted for its attractive lobby . . . the attractive roof solarium and its unusually beautiful Spanish dining room. The latter is a rendezvous for the discriminating, where good food is served in a delightful environment. This exceedingly popular hotel welcomes you with the knowledge that service, excellent food and comfort is the right appeal to the traveler.

For Reservations Write
THE HOTEL MORGAN
Ernest J. Cassen, Manager

A Lobby of Distinction and Comfort



Deep Sea Fishing Trips arranged . . . guides who know where fishing is good

NAPLES HOTEL

NAPLES-ON-THE-GULF . . . . FLORIDA

NAPLES-ON-THE-GULF and the HOTEL NAPLES. A matchless view of the Gulf . . . a background of the Tropics.

For the sports lovers . . . golf, hunting, yachting, tennis. Fishing . . . casting from a private pier for mackerel, sea trout and bluefish, or . . . out to the deep sea for tarpon . . . greatest of all game fish. Bathing on a clear, hard sand beach . . . boating on the Bay or beautiful tropical waterways.

Complete conveniences and advantages of the modern hotel . . . a place where discriminating clientele return annually, reflecting excellence of experienced management. Refined, unostentatious atmosphere.

For reservations

Write **Wire**

E. W. CRAYTON, Manager

Residence of William Uihlein

Tropical Sea and Bathing Beach

Golf and Beach Club

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¶ *For the first time under one cover, the leading hotels of Florida, Nassau and Cuba tell their story with pictures, supported by pages from the principal cities, educational institutions and branches of the State Government.*

¶ *It was predicted sales could not be made in summer months when owners and managers were away . . . it was predicted we would find many other discouraging factors against such a book; bad market conditions, war scares, etc. Certainly it was hard work, with many unexpected, unavoidable delays . . . and while extra time was required to place the book in your hands, look it over and say you agree it was worth it!*

¶ *The 1940 Album will be prepared under conditions which permit our subscribers and ourselves to anticipate the photographic requirements for the new edition. In addition to new photographs, the design and typography will be enriched, in fact everything will be done to make the 1940 edition outstanding.*

¶ *At this time we wish to thank several institutions for their cooperation, for their assistance in publicizing various cities, among those being The Miami Beach First National Bank who sponsored and made possible the opening pages for the City of Miami Beach Section.*

¶ *We likewise wish to express our appreciation for the many months of work and active cooperation on the part of our photographers throughout the State of Florida who have so aided in the production of this volume. May we, at this time, thank the following firms for the painstaking care and the unselfish interest shown by them: Verne O. Williams; Richard B. Hoit; G. W. Romer; Pan American Photo Service; R. H. LeSesne; Florida Photographic Concern; Burgert Bros.; T. O. Robinson; McClellan Studios; Charles C. Ebbetts; E. K. Bennett; R. C. Willits and many others.*

¶ *In this edition offset lithography enters a new field and we feel that proper credit is due The Franklin Press, Inc., of Miami, Florida. They have worked closely with us the better part of a year in the careful compilation, proper development of tone values in tropical picture reproducton and with the cooperation of our bindery, The Mueller Art Cover & Binding Co., of Cleveland, Ohio, brought to a successful completion and distribution.*

¶ *As each year opens, a new and better volume will be designed to create, through the use of large pictures, a desire to visit Florida, Cuba and the West Indies.*

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1939

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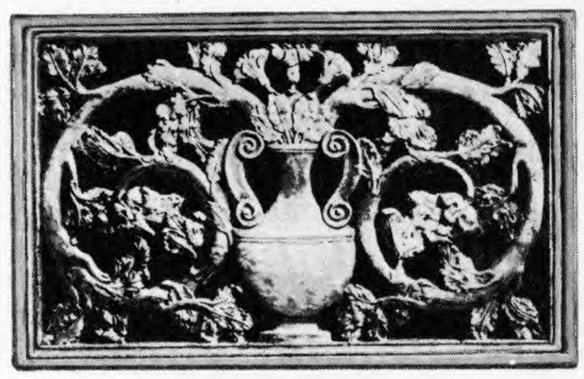

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Directions

Turn to page **196,** lay slotted blue back in position over loops and run your index finger between loops to fasten supplement in.

The Code used in rate book for hotel services is printed on the Index of the rate book.

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(Please Turn to Page 5)

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THE WHITMAN, Miami Beach. Open Dec. 20-April 20. A, B, D, F, H, I, K, L, N, O. ENTERTAINMENT: Bridge parties, dances, concerts, beach sports, etc. RATES: European: Dec. 20-Jan. 20 and March 20-April 20—Single, $8, $10, $12, $14; double, $10, $12, $14, $16. Jan. 20-March 20—Single, $12, $15, $18, $21; double, $15, $18, $21, $24. Gen. tile clientele. Commission: BS. None during month of February.

HOTEL GOOD, Miami Beach. Open all year. A, B, F, I, L, O, P. ENTERTAINMENT: No directed entertainment. Private beach. Quiet residential section. RATES: American: May 1-Nov. 30—Single, $6, $9; double, $9, $12. Dec. 1-Jan. 14—Single, $7, $15; double, $14, $20. Jan. 15-March 31—Single, $11, $21; double, $18, $27. April 1-April 30—Single, $8, $15; double, $14, $20. European: May 1-Nov. 30—Single, $4, $7; double, $5, $8. Dec. 1-Jan. 14—Single, $5, $12; double, $8, $14. Jan. 15-March 31—Single, $8, $18; double, $12, $21. April 1-April 30—Single, $5, $12; double, $8, $14. Commission: BS.

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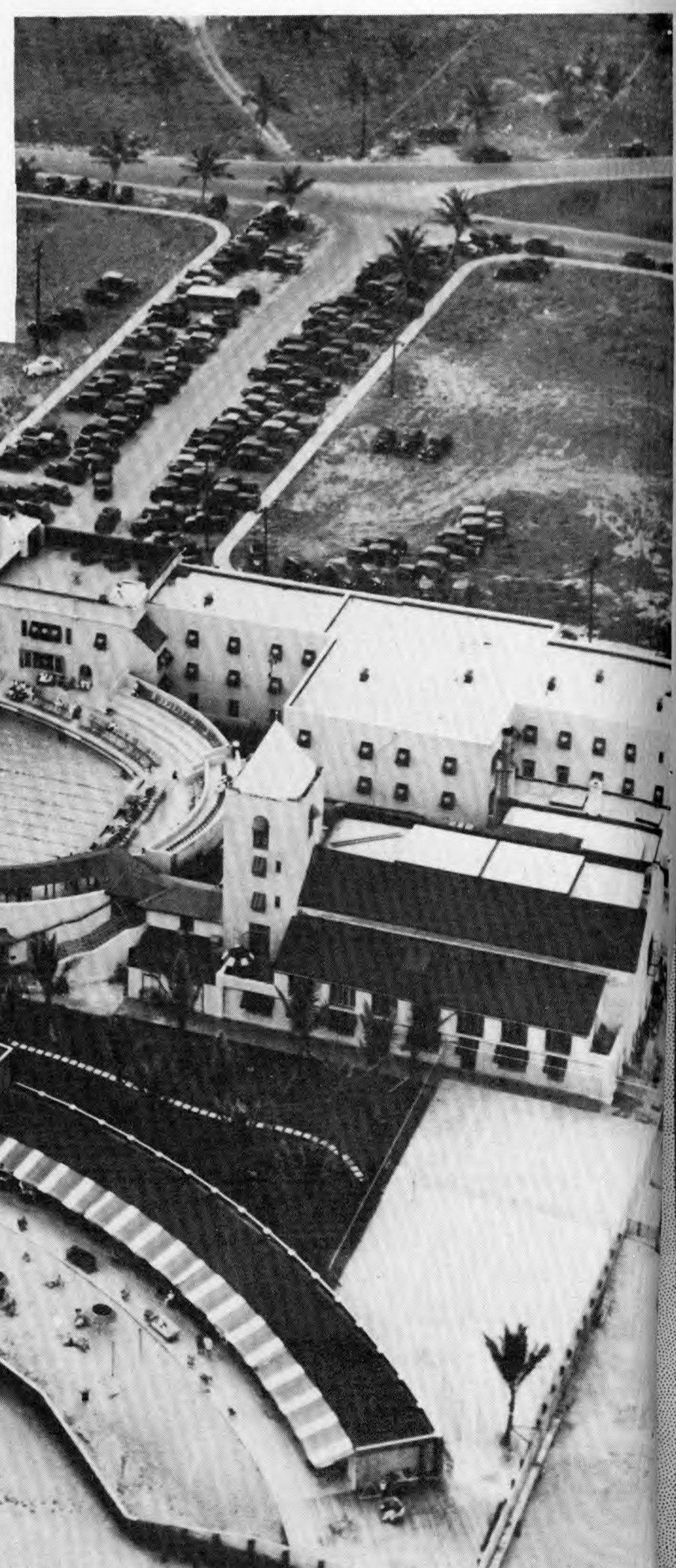

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ALBUM OF FLORIDA AND WEST INDIES HOTELS

1939 EDITION

The publishers have prepared in this edition and have caused to be printed and circulated, 5,000 copies of the Album and Rate Book. Circulation has been given to railroads, steamship lines, travel agencies, clubs, air lines and private individuals.

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H. R. Davis, Owner; J. W. Livingston, Art Director; E. J. Hill, Advertising Manager; D. Wilkerson, Circulation Manager; J. A. Riach, Editorial; J. A. Bissett, Auditor.

1101 Lincoln Road — Miami Beach

MIAMI BEACH—(Continued)

If records of attendance at the four dog tracks are a criterion, the most popular night-time amusement is dog racing . . . most popular in the area is the Miami Beach Kennel Club—situated right on the seashore, with the Atlantic Ocean as a background . . .

An architectural masterpiece, patterned after an old Spanish mission, lapped by the blue Atlantic's rippling waves, and set amid gently swaying palms at the entrance to Miami's harbor, the Miami Beach Kennel Club greets the incoming visitors from the sea.

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(Please Turn to Page 7)

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Today, Miami Beach comprises 3,121 residences, from modest bungalows to the most palatial estates . . . 584 apartment buildings and 193 hotels . . . some of them the finest of resort hotels to be found anywhere . . . evidence of the demands of an ever-increasing influx of visitors during the past four years, there has been an outlay of $40,000,000 in construction . . . nine million has been expended in preparation for this coming season to erect some 200 new homes, 52 apartment buildings and 13 hotels.

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(Please Turn to Page 10)

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A Shopping Trip on Lincoln Road

Lincoln Road, commonly called the "Fifth Avenue of the South" . . . but we say "Where New York's Fifth Avenue spends the winter."

Here, during the winter months and well in advance of New York showings, national and international leaders of all fashions and designers present in their salons and shops previews of the forthcoming spring and summer styles.

The shops on these two pages of Lincoln Road are largely representative. ANTIQUE DOME, in its outstanding building, has a type of merchandise that is unexcelled. Here one may buy antiques of rare beauty and value. Up the street to I. MILLER, a name familiar to one and all . . . synonymous of fine shoes, with one of the largest and most beautiful shops on the road. Or maybe across the street to the BLUE HAT SHOP, for in this distinctive establishment ladies' hats are created . . . hats to enhance her beauty and personality. In the LINCOLN ROAD PHARMACY, noted for its service and merchandise, is to be found the finest in toiletries or drug sundries. Or down the Road again to have our fancy captured by the brilliant display in the windows of SARAH WEINSTOCK, where everything to delight the most fastidious taste is to be found.

As one thinks of their home, either on Miami Beach or in the north, it might be well to consult FREDERICK T. RANK, interior decorator, who has been responsible for many of the fine interior arrangements of Miami Beach's beautiful homes; or, perhaps go down the Road to the HOUSE OF ART to purchase a beautiful gift—an importation—one may visit this shop and buy with security.

(Continued on Page 9)

GERTRUDE FAY

• Colony Theatre Building •

Sarah Weinstock

• Importers •

Situated in the heart of Lincoln Road, is an exclusive women's accessory shop renowned for its beauty, quality and patronage. Here one may find:

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A Shopping Trip

(Continued)

In ELINOR BURWELL'S there are beautiful gown creations to be found . . . later to be further viewed at some of society's most exclusive functions, as they are all individually designed and custom made . . . and for accessories, gifts and costume jewelry ALICE MAYNE is to be given consideration for the unusual type of gifts displayed. Perhaps a trip to ELIZABETH BRADLEY for select gowns . . . either street, sports or evening.

Again as we pass GATTLE'S and see the many fine laces and linens displayed there we think again of our homes and realize how well such linens would be complemented with beautiful flowers in the proper setting from LECHICH'S FLORIST SHOP or with fine old Georgian silver from ADA S. MacCARROLL.

Yes, we forgot to say there was a man along on this saunter and he stopped to look in BARCO'S for some distinctive additions to his wardrobe here in the tropics, also to send from GERTRUDE FAY boxes of luscious fruit to a northern friend. Alas, he was left waiting while milady went to MAURICE'S, hair stylist, for an appointment after she finished her tour in the ROSS HAT SHOP, where hats are designed and made to order, and in M. BOURBON'S, where one of the finest collections of gowns and accessories are to be found on the Road.

And so ended this little trip among some of the leading shops of the winter fashion center of America . . . Lincoln Road.

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MIAMI BEACH—(Continued)

Miami Beach is famous for its sports activities . . . outstanding clubs such as the Bath Club—Indian Creek Club—Surf Club—Deauville—Bayshore Golf Club—La Gorce Golf Club—Rod and Reel Club—and the famous Committee of One Hundred . . . with these and the night clubs of better than the usual standards . . . the devotee of club life may enjoy the ultimate here.

Nor are the educational and cultural activities overlooked in Miami Beach . . . an increase in the enrollment of pupils from 48 states brings the total enrollment up to 2,042 . . . an increase of an even 300 over a year ago.

An excellent public library . . . large, beautifully landscaped parks . . . unusually attractive business areas all conform to the high ideal of civic beauty. Modern are the well-equipped hospitals and the splendid church edifices . . . for Miami Beach is a home city . . . a city where the citizens are interested primarily in the maintaining of a splendid home atmosphere . . . an atmosphere of cordial friendliness . . . an enviable environment in which to raise children . . . which accounts for the ever-increasing permanent population.

(Please Turn to Page 11)

HAMPTON COURT APARTMENTS, Miami Beach. Open all year. A, B, C, I, K, O. Have studio apartments; one-bedroom units with living room, dining alcove, tile bath with shower and screened porch. Two bedrooms as above—one and two baths. Three bedrooms, living room, dining room, two baths and screened porch. RATES: American: Nov.-Jan. 1—Week, $25, $125; month, $85, $350; season, $700, $2,000. Jan.-April 1—Week, $75, $250; month, $300, $800. April 1-May—Week, $25, $125; month, $85, $350. May-Oct.—Week, $15, $50; month, $35, $125. Oct.-Nov.—Week, $20, $75; month, $50, $175.

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LE ROY HOTEL AND VILLAS, Miami Beach. Open all year. A, B, D, F, I, O, K, L, M, Q. ENTERTAINMENT: Swimming and dancing. RATES: European: Dec. 1-Jan. 20—Daily, single, $5 up; double, $6 up. Weekly, single, $35 up; double, $42 up. Monthly, 10% less; six months' stay 35% less. Jan. 20-March 20—Daily, single, $8 up; double, $10 up. Weekly, single, $56 up; double, $70 up. Monthly, 10% less; six months' stay 35% less. March 20-May 1—Daily, single, $5 up; double, $6 up; weekly, single, $35 up; double, $42 up. Monthly, 10% less; six months' stay 35% less. May 1-Dec. 1—Daily, single, $3 up; double, $4 up. Weekly, single, $17.50 up; double, $21 up. monthly. American: Jan. 20-March 20—$3.50 extra a day per person. All other times add $2 extra a day per person. Commission: BS.

ARCHWAY OCEAN VILLAS, Miami Beach. Open all year. C, E, J, L, O, P. ENTERTAINMENT: Beach parties, dances and boat rides. RATES: Efficiency Apts., Nov.: Day, $7.50; week ,$35; month, $100. Dec.—Day, $10; week, $50; month, $150. Jan.-Feb.-March—Day, $12; week, $75; month, $300. April—Day, $10; week, $50; month, $150. Duplex apartments, 2 bedrooms, combination living and dining room and kitchen—Nov., day, $10; week, $50; month, $200. Dec.—Day, $15; week, $75; month, $250. Jan.-Feb.-March — Day, $20; week, $125; month, $500. April—Day, $15; week $75; month, $300. Seasonal efficiency apartments, $800, $1,000. Seasonal duplex apartments, downstairs, $1,500; upstairs, $1,600. Villas rented for season only, beginning Nov. 1 through April 30. Gentile clientele. Guests pay for lights, gas, laundry. We give daily maid service and pay water bills.

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MIAMI BEACH—(Continued)

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Favorite rendezvous of celebrities . . . men and women of the stage, screen, opera gather at the famous clubs—hotels—on the beaches—at the racetracks . . and literary celebrities, writers and composers, come here to rest and obtain inspiration for their forthcoming efforts . . . while the nation's industrial giants return each year, for the most part to enjoy their favorite home . . . their palatial ocean, bay or island home . . . and strange as it may seem . . . all of these mingle freely in the every-day life of the homefolks as they become happy citizens.

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BLACKSTONE HOTEL, Miami Beach. Open from Dec. 10 to April 1. F, N, K. ENTERTAINMENT: Bathing, golf course, tennis, deep-sea fishing, sun-bathing, dances and concerts. RATES: Modified American: Daily—Dec., single, $7-$9; double, per person, $5-$7. Jan.—Single, $8-$10; double, per person, $6-$8. Feb.—Single, (unavailable); double, per person, $7-$9. March—Single, $8-$10; double, per person, $6-$8. Every room with private bath. Commission: BS.

BEACH PLAZA HOTEL, Miami Beach. Open all year. A, B, E, G, I, K, L, O, P, Q. ENTERTAINMENT: Bridge parties, dances, concerts; card and game rooms. RATES: European: Single, May 1-Oct. 1, $1.50; week, $7; month, $30; double, $2; week, $10; month, $40. Oct. 1-Dec. 1, Single, $2; week, $10; month, $30; double, $3; week, $15; month, $50. Dec. 1-Jan. 1, Single, $3; week, $17.50; month, $60; double, $4, $5; week, $25, $35; month, $100. Jan. 1-March 1: Single, $5, $6; week, $35, $45; month, $100; double, $6, $10; week, $50, $70; month, $150, $200. March 1-May 1: Single, $3; week, $25, $35; month, $30. Double, $5 week, $35, $50; month, $50. Seasonal, single, $500; double, $600. Commission: BS.

THE KENMORE HOTEL, Miami Beach. Open all year. Coffee shop in winter. A, B, G, I, O, K, P. RATES: April to Dec. 1: Daily, single, $1.50 up; double, $2 up. Weekly, single, $10.50; double, $14. Dec. 1 to April 1: Daily, single, $2.50 up; double, $4 up. Weekly, single, $17.50; double, $28. Season: Nov. 1 to May 1—Single, $500 up; double, $500 up. Yearly, single, $650 up; double, $650 up. Commission: BS.

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UNUSUAL PHOTOGRAPHS

Such as have been used in the publication of this pictorial, can be sold to the publishers.
If, during the year, you make any unusual snapshots or photographs of hotels, hotel grounds, beaches, roads, scenics, action groups of individuals we would be pleased to have you submit same for purchase by us. Make sure pictures are carefully wrapped and that postage is enclosed for any rejections, otherwise we cannot guarantee return.

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(Please Turn to Page 14)

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McALLISTER HOTEL, Miami. Open all year. A, B, C, D, F, G, H, I, K, L, N, O, Q. RATES: Dec.—Single, $2.50, $3, $4, $5; double, $4, $5, $6, $7. Jan.-Feb.-Mar.—Single, $4, $5, $6, $7, $8, $9, $10; double, $5, $6, $7, $8, $9, $10, $12, $14, $16. Weekly, monthly and seasonal $6, $7, $8, $9, $10, $12, $14, $16. Weekly, monthly and seasonal rates on request. Commission: BS. In February, the height of the season, visitors are apt to find only the higher-priced rooms available, not because rates have been raised, but usually all the minimum rate rooms have been reserved in advance or are occupied by season guests.

MIAMI COLONIAL HOTEL, Miami. Open all year. A, B, F, I, K, O, Q. ENTERTAINMENT: Bridge. RATES: American: March 16-Dec. 15—Single, $5.50, $7; week, $36, $45; month, $140, $165. Double, $10, $13; week, $66, $84; month, $245, $280. Dec. 16-March 15—Single, $8, $12; double, $14, $21. European: March 16-Dec. 15—Single, $2.50, $4; week, $15, $24; month, $50, $75; double, $4, $7; week, $24, $42; month, $65, $100. Dec. 16-March 15—Single, $5, $9; double, $8, $15. Commission: BS.

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(Please Turn to Page 15)

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MIAMI MIRAMAR HOTEL, Miami. Open Dec. to April 20. A, B, C, F, I, K, L, O, P, Q. ENTERTAINMENT: Bridge, moving pictures, community sing, bingo, dances; hostess. RATES: American (breakfast and dinner): Jan. 20-March 20—Single with bath, $7.50, $8.50, $9.50, $10.50; week, $49, $56, $63, $70. Running water, $5.50, $6.50; week, $35, $42; double (twin beds), $6, $8, $9, $10; week, $35, $49, $56, $63. Running water, $4.50, $5.50; week, $28, $35. Before January 20 and after March 20 rates 20% less. For European rates, deduct $1 per person per day. Ninety-day room rates $450, $750 with bath; $300, $450 with running water. Quiet, restful hotel with restricted clentele. Elevator service. Commission: BS.

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(Please Turn to Page 17)

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HOLLYWOOD BEACH

TWENTY MINUTES TO MIAMI

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W. D. CHANDLER, Realtor
South Side Harding Circle
Hollywood Beach, Florida

DANIA BEACH HOTEL, Dania. Open all year. A, B, C, D at times. F, G, H, J, L, P, O. Heaters if necessary. ENTERTAINMENT: Fishing, golfing, clock golf, shuffleboard, croquet, pingpong, parties, etc. RATES: European: Nov. 1-Dec. 20—Single, $2 up; double, $3 up. Weekly, single, $12 up; double, $18 up. Dec. 21-Jan. 20—Single, $3 up; double, $4.50 up. Weekly, single, $18 up; double, $27 up. Jan. 21-March 1—Single, $4 up; double, $6 up. Weekly, single, $24 up; double, $36 up. March 2-March 20—Single, $3 up; double, $4.50 up. Weekly, single, $18 up; double, $27 up. March 21-Nov. 1—Single, $1, $1.50 up; double, $2, $2.50 up. American Plan, $15 per person per week extra. Commission: BS.

FORT LAUDERDALE

One of Florida's fastest growing cities . . . looming large in importance as a tourist, agricultural, port and home city.

Complete sports facilities, miles of smooth municipal beach . . . New River, which flows through the heart of the city, is headquarters for big game fishermen and yachtsmen.

Excellent schools—elementary, high and private—with appropriate sports activities. Solid and substantial with a splendid agricultural back country.

Fort Lauderdale is forging ahead as one of South Florida's most progressive cities . . . favored by natural beauty, lovely homes, myriad yachts and small craft at anchor. A busy downtown area, anatmosphere of prosperity reflecting a steady, aggressive development . . . withal, a feeling of genuine hospitality and friendliness.

LAUDERDALE BEACH HOTEL, Fort Lauderdale. Open Dec. 20-April 15. A, B, D, F, I, M, O, P. Cocktail room. ENTERTAINMENT: Bridge, dancing, concerts, daily cocktail hour, ocean bathing direct from roms, golf, deep-sea and inland fishing, all outdoor sports. Beach facilities and equipment supplied free to guests. RATES: American: Jan. 21-March 31—Single, $91, $175 weekly; double, $140, $224 weekly. Dec. 20-Jan. 20 and April 1-April 15—Single, $70, $119; double, $119, $182. Modified American Plan (luncheon omitted) deduct $7 per person per week. Commission: On new business except from Feb. 1-March 7. BS.

HOLLYWOOD, FLORIDA

Located seventeen miles north of Metropolitan Miami on the Atlantic and Federal Highway No. 1, Hollywood is the center of the rich South Florida resort and agricultural country. All main highways of the East Coast pass directly through the city, and Port Everglades, deepest and most accessible of the Florida ports, is within the city limits. The city is served by rail, highway, air and water transportation. Hollywood, though an extremely thriving community, is just far enough away from metropolitan activity for the true enjoyment of a real vacation.

More than a winter resort, this homelike city of year 'round residents is but a few moments' drive from Miami, the gay winter sport capital of America. It is the kind of a place you, too, will enjoy—quiet, restful, delightful—with living costs leveled off on a year 'round basis. As a matter of fact, just about the same of any other city of similar size in the country.

Hollywood has a population of 5,500—a planned city with a model business district of modern stores, zoned residential areas, beautiful municipal parks, two wonderful golf courses, churches of all denominations, accredited schools through high school and the winter home of famous Riverside Military Academy.

As for accommodations, there are twenty hotels, including the most beautiful, modern, fireproof oceanside hotel in the state, eighty-two apartments and numerous homes or modest cottages available for rent.

In winter the population swells to more than 12,000—people who like to live comfortably and economically away from large cities yet close enough to enjoy all the extensive winter sports program and some of the colorful night life of Miami.

For Complete Information, Write
CHAMBER OF COMMERCE, Hollywood, Florida

DANIA, FLORIDA

Here in Dania is the tomato growing center of South Florida . . . about 2,500 acres being placed under cultivation annually. The yield averages a gross sale of $1,000,000 . . . With seven large packing houses furnishing employment to about 700 people during the packing season.

The delicious flavor of Dania tomatoes . . . shipped to all parts of the United States and Canada . . . have brought fame to this progressive Florida community. An annual festival, celebrating its harvest, "Tomato Day," sponsored by the Chamber of Commerce, is held in March. With a huge barbecue and exhibits of tomato packing, canning, etc., ten thousand visitors with the residents gather in true holiday carnival spirit to celebrate another bountiful harvest.

Dania is also rapidly becoming famed as a gladiola center . . . the soil and climate combining to produce rare specimens. Above all, it is a delightful home community with splendid school facilities and a warm welcome from its people to the casual visitor or permanent resident.

CHAMBER OF COMMERCE
Dania, Florida

The
DANIA BANK

DANIA, FLORIDA

COURTEOUS SERVICE ALWAYS

FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION
SAFETY OF YOUR INVESTMENT
INSURED
UP TO $5000.

HOLLYWOOD BEACH HOTEL, Hollywood. Open Dec. 20 to late in April. A, B, C, D, F, H, I, K, L, M, O, P. ENTERTAINMENT: Nightly dancing in dining room, floor show and dancing in Bamboo Room. Private beach and private 18-hole golf course which is considered best in Florida. RATES: American: From opening up to and including Jan. 14, $12 per day per person regardless of size or location of room; same rate in effect from March 16 to closing. Jan. 15-March 14, single, $18, $24; double, $32, $38; two-room suites, $42, $50; 3 and 4-room suite rates upon request. Rebates per day as follows: 4 weeks, $2 per person; 6 weeks, $3 per person; 8 or more weeks, $4 per person. Commission: BS.

PORT EVERGLADES

Conceived by the citizens of Broward County and after many discouraging setbacks brought finally to a successful completion, this port during its operating lifetime of six years has more than fulfilled all its creators' expectations. In addition, it has earned a high place among Florida's major heavy duty ports. Commercial, industrial and shipping interests throughout the nation are increasingly realizing the importance of this port for trans-shipping and South Florida. As a result they are availing themselves of its facilities, services and advantages.

Original construction costs, unlike most deep ports, were borne without government aid. The present channel widening and completion of the basin at a cost of $1,134,000 has kept it apace with the rapidly increasing tonnage. This has already reached 1,000,000 tons annually, with some of the leading manufacturers, exporters and domestic distributors of the nation increasingly utilizing its superior facilities.

No longer an experiment or a theory. No further wonder why a port should be developed here at this point but today a great, growing enterprise with sufficient current business to jusify the financial particpation of the United States Government and a future bright and assured for this outstanding development.

DELRAY BEACH

One of those fascinating and delightful cities of charm, giving seaside advantages, showing cordial hospitality and offering the visitor every convenience at reasonable rates.

You may enjoy perfect leisure if you so desire or should you wish to indulge in sports, or the "swank" of two of the most brilliant resorts in the country — Miami-Miami Beach or Palm Beach—then you are less than an hour by motor, train or bus to either.

Built on the ocean front with a mile of ocean beach and 2,000 feet of business section . . . Streets are palm-lined. The Delray Beach Country Club is city-owned and the Gulf Stream Polo Club is nationally known. There is an Artist Colony which includes such well-known characters as Nina Wilcox Putnam, William B. Nesbit, Fontaine Fox, Hugh McNair Kayler, Herb Roth and C. D. Williams. You will like Delray Beach, so come prepared to stay.

THE COLONY, Delray Beach. Open Nov.-May. B, C, I, L, O, P. ENTERTAINMENT: Bridge parties, concerts and beach parties. Club privileges Delray Beach Country Club. RATES: American: Dec. to Feb.—Single, $7; double, $10. Feb.-April, single, $10; double, $12. April-May, single, $7; double, $10. 5% discount is allowed from above rates for stay of 2 months and 10% for stay of 3 months or longer. European Plan rate is $2 a day per person, or $10 a week less than the American Plan rates. Commission: BS.

YACHT BASIN

KEY WEST MARINE SERVICE
Station No. 1

Texaco Products

Foot of Duval St. **Phones: 24 and 25**

KEY WEST, FLORIDA

Unique in climate, customs, architecture and many other ways . . . there is only one Key West . . . The U. S. Bureau of Fisheries calls its fishing grounds the best in the United States . . . likewise it is the only frost-free area in the country . . . the only spot in the United States where one may gather the storied bread fruit from the tree . . .

Contrary to general "misinformation," the crowning glory of Key West is its trees . . . even the tall, stately seagrape trees astonish visitors who have heretofore seen the frost-blighted and stunted specimens on the mainland. Lying 375 miles farther south than Cairo, Egypt, and 170 miles from Miami, with Havana, Cuba, 90 miles south, Key West is our southernmost point.

Storms seem to have a tendency to go around rather than over Key West, as evidenced by the fact that no major storm has ever occurred at Key West. Forty miles from the mainland, all breezes are sea breezes. It is never sultry and never a heat prostration.

Key West reflects, as its predominating charm, a friendly, hospitable citizenry. The world knows of the magnificent automobile drive from the mainland . . . one of the greatest scenic attractions of Florida, an engineering masterpiece. Here is a locale for the ardent angler, with a perfect harbor awaiting him and where he may revel in his favorite pastime in the most perfect climate known. Key West extends to you a cordial invitation.

Headquarters for Complete Fishing Tackle

PFLEUGER :: VOM HOFF
SOUTH BEND :: SHAKESPEARE
and Other Fine Equipment

THOMPSON HARDWARE CO.
Key West, Florida

Pan American Airways System

Air gateway between the Americas—the International Airport in Miami is one of the outstanding attractions . . . The main building with its spacious lobby . . . the large revolving atlas, and beautifuly decorated interior . . . walls and ceiling done in a continuous historical mural depicting the various outstanding periods of aviation progress . . . the excellent restaurant and bar . . . balconies overlooking Biscayne Bay . . . mammoth hangars . . . beautifully landscaped grounds . . . all done in the modern manner . . . brings a constant throng daily, to see the giant Clippers come and go . . . Just two hours to Nassau and Havana in ships of this famous fleet . . . each wider than a Pullman car . . . or larger four-motored flying boats to Jamaica, or Haiti, Puerto Rico, Panama, Columbia, Venezuela . . . On to "The Paris of South America"—Rio—in five days . . . in fact around the entire Southern Continent . . . exploring scores of fascinating ports en route . . . Truly Pan American makes the world smaller—facilitates passenger travel as well as mail, experss and international commerce . . . Today you may survey the Spanish Main in a day—the Pan American Clipper Way.

OVERSEAS HIGHWAY

Just south of Miami, beginning at Matecumbe Key, is the most remarkable piece of road construction in the United States . . . the famous $30,000,000 Overseas Highway, linking Key West with the Florida mainland.

Built over the old roadbed of the Florida East Coast Railroad where the track was destroyed by the 1935 hurricane, it stands today as a miracle of modern engineering skill. The two-lane, seven-mile bridge is said to be the longest over-water structure in the world. Rather attractive, the thought here of motoring with the Gulf of Mexico on one side and the Atlantic Ocean on the other. At one point, Bahia Honde, the roadway towers 75 feet above the water, offering a remarkable bird's-eye view of the tropical pastel-colored waters and coral keys . . . a seascape that beggars description.

Sailfish, tarpon, snapper, grouper, shark, jewfish and turtle . . . fish of infinite variety . . large and small, are caught from the bridges and fills of this highway which runs straight through what is termed by many "the world's finest fishing grounds." You have not seen "All America" until you have motored over the Overseas Highway.

LA CONCHA HOTEL, Key West. Open all year. A, D, F, I, L, Q. ENTERTAINMENT: Dancing, bridge, etc. Club privileges may be arranged. RATES: European: Dec.-April—Single, $3, $3.50, $4; double, $6, $8. Commission: BS.

CUBA

All of Cuba should be seen to appreciate its people and its customs. While Havana is one of the handsomest cities of Latin America, with a population of 600,000, with one of the most active ports in the world . . . it is a gay city with its casinos, hotels, night life, social clubs.

After Havana—let's see Pinar Del Rio—proud possessor of world-famous "Vueltra-Abajo" tobacco plantation . . . the thermal springs of San Diego de Los Banos, with its health-giving waters . . . the romantic trip to the Isle of Pines, immortalized by Stevenson's "Treasure Island."

In Matanzas—San Miguel de Los Banos, rival of European spas . . . the "Blue Beach" of the Atlantic . . . Camaguey Province, vast cane fields and pastures . . . the wealth of past centuries evidenced in famous churches and residences of Oriente Province . . . "The Switzerland of the Tropics," replete with historic scenes.

By train, bus, air or your own car—over the matchless Central Highway—these delightful scenes unfold a new and wonderfully exhilarating adventure in pleasure for you. For the romanticist or dreamer—hours of ineffable peace among the colonial relics, palaces, castles, fortresses . . . For he who enjoys our times—the typical festivals, casinos, cabarets, clubs, beaches . . . for the sportsman—tennis, golf, horseback riding, horse racing, jai-alai, fishing, hunting. For all, a beautiful country rich in resources and history or . . . the gayest cities to be found.

HOTEL PLAZA, Havana. Joint managers, Luciano La Torre and Adolph Valdes. Open all year. Representatives meet guests at docks and assist them through customs, etc. A, B, C, F, H, I, P, Q. Orchestra during high season; roof garden. RATES: American: Low season, April-Dec. 20—Single, $4.50; double, $9. High season, Dec. 21-March 31—Single, $8; double, $14. European: Low season, April 1-Dec. 20—Single, $2.50; double, $4.50. High season, Dec. 21-March 31—Single, $5; double, $8. Commission: BS.

HOTEL PRESIDENTE, Havana. Open all year. Docking facilities near hotel. A, B, C, D, F, I, K, L, P, Q. Deep-sea fishing, boating, bathing; yacht, country and golf clubs; horseback riding; parties arranged; sightseeing trips arranged. RATES: American: Dec. 15-March 31—Single, $8; double, $14. April 1-Dec. 14—Single, $5; double, $10. European: Dec. 15-March 31—Single, $5; double, $8. April 1-Dec. 14—Single, $2; double, $4. 10% discount on monthly and seasonal rates. Commission: BS.

HOTEL SEVILLA BILTMORE, Havana. Open all year. A, B, C, D, F, H, I, L, P, Q. ENTERTAINMENT: Dancing on roof garden; Andalusian Patio—5 o'clock tea served; golf course and bathing beach privileges. RATES: American: Dec. 16-March 31—Daily, single, $11; double, $22. April 1-Dec. 15—Daily, single, $6.50-$13. European: Dec. 16-March 31—Daily, single, $5-$8; double, $8-$14. April 1-Dec. 15—Daily, single, $3-$4; double, $6. Commission: BS.

HOTEL LINCOLN, Havana. Open all year. A, B, C, F, I, L, P, Q. ENTERTAINMENT: Jaimanitas and Rovers Club; golf and tennis. RATES: American: Dec. 15-March 20—Daily, single, $7-$8; double, $12-$14. March 20-Dec. 15—Daily, single, $4-$5; double, $7-$8. European: Dec. 15-March 20—Daily, single, $3-$6; double, $6-$12. March 20-Dec. 15—Daily, single, $2-$3; double, $3-$6. Weekly 10%off. Monthly 15% off. Commission: BS.

PALM BEACH

Emerald isle of the socially elect—extending in all its loveliness between the silvery waters of Lake Worth on the west and the Atlantic Ocean on the east and connected with the mainland by three bridges . . . the one and the only Palm Beach.

Royal Park Bridge, entering Palm Beach over Royal Palm Way, is one of the most beautiful boulevards in the world. A central parkway lined with royal palms, bordered by lantanas, gorgeous flowers, spreading century plants, presents a vista leading directly to the Atlantic Ocean. The new Flagler Memorial Bridge entering Palm Beach over the new Royal Poinciana Boulevard, is lined with four rows of royal palms and carpeted in the central parkway with beautiful yellow tubulus.

Long recognized as the winter social capital of America, with numerous imposing estates, representing various American industries, line the ocean front and tropical avenues. Distinctive shops abound . . . non-vehicular tropical trails utilized only by wheel chairs or bicycles.

Deep-sea fishing . . . the waters directly off the Palm Beach coast offer some of the finest known. A museum with a collection of fish caught in the waters around Palm Beach is open to visitors without charge. Bathing in the warm surf during the winter as well as summer . . . tennis, golf and other forms of recreation.

Majestic hotels and apartment buildings . . . exclusive clubs . . . matchless estates with exotic gardens . . . the more modest homes equally attractive in their own respective and distinctive settings. Palm Beach is indeed a city of beauty . . . as if it were a beautiful park . . . where a distinguished caravan of America's social colony, outstanding business and professional men, moves southward each year to enjoy the traditional charm of the city.

VINETA HOTEL, Palm Beach. Dec. 15-April 10. B, C, D, F, I, L, O, P. Parties. RATES: American: Jan. 1-Feb. 1 and March 15-April 10—Single (shower bath), $9, $11; $56, $70 weekly; $49, $63 monthly. Feb. 1-March 15—$10, $12; $63, $77 weekly; $56, $70 monthly. Jan. 1-Feb. 1 and March 15-April 10—Twin-bedded room (shower bath), $16, $20; $98, $112 weekly; $91, $105 monthly. Feb. 1-March 15—$18, $22; $119, $133 weekly; $112, $126 monthly. Guests occupying rooms before Jan. 15 for period of 10 weeks receive Jan. monthly rates through stay. Dec. 15-Jan. 1 on European Plan, breakfast only. Commission: BS.

HOTEL SEAGLADE, Palm Beach. RATES: Daily: Single, with running water and private toilet, $6, $8; with private bath, $7, $10. Double, with running water and private toilet, $10, $14; with private bath, 14, $18. These rates include meals, as we operate on American Plan only.

Palm Beach Private School

A non-sectarian preparatory school—accepting boys and girls as day pupils only.

	Classes 1-2-3	Classes 4-5-6	Classes 7-8-9	Classes 10-11-12
Six months	$380	$420	$460	$500
Five months	340	380	420	460
Four months	300	340	380	420
Three months	260	300	340	380
Weekly rate	20	25	30	35

Family discount of $40 for each additional child where tuition fee exceeds $300. For information, address Headmaster, P. O. Box 2196, Palm Beach, Fla. May 15th to Oct. 15th, Karl B. Dearborn, R. F. D. 1, Laconia, New Hampshire.

BRAZILIAN COURT HOTEL, Palm Beach. Open Nov. 1-May 1. A, B near hotel. C, D, F, I, K, L, O, P, Q. Docking 2 blocks. RATES: American: Add $4 per day per person. European: Nov. 1-Jan. 1—Single, $5, $7, $9; double, $8, $10, $12. Weekly—Single, $35, $56; double, $56, $70. Jan. 1-April 1—Single, $9, $11, $13; double, $10, $14, $16, $18. Weekly, single, $63, $70, $91; double, $70, $84, $105, $126. Commission: BS.

HOTEL GEORGE WASHINGTON, West Palm Beach. Rates on application.

GULF STREAM HOTEL, Lake Worth. Open December 1 to May 1. A, B, C, D, F, G, H, I, K, L, O, P, Q. Located on Lake Worth. ENTERTAINMENT: Golf course across the street and tennis courts nearby. Bridge parties, dances, concerts. RATES: European. Dec. 1-May 1. Single, $3, 4. Double, $4, $7. Weekly: Six times daily rates. Monthly: Four times weekly rates. Seasonal rates —Single, $400, $500. Double, $450, $600. All meals $2.00 per day per person in main dining room. Commission: BS.

LAKE COURT APARTMENTS, West Palm Beach. Open Nov. 1 to May 1. F, I, O, K, Q. RATES: American: Rooms, single, $6, $10; double, $10, $20. European: Rooms, single, $3, $8; double, $5, $15. Apartments, monthly, Nov, Dec. and April, $100, $250; Jan., Feb. and March, $150, $350. Season, $400, $1,000.

SALT AIR HOTEL, West Palm Beach. Open all year. A, B, C, F, G, I, O, M, N. Bridge parties, etc. RATES: European: Jan. 1 to April 1—Single, $2, $4; double, $3, $6. April 1 to Jan 1, single, $1.50, $2; double, $2.50, $3.50. Weekly rate six times daily rate during this period. Commission: BS in summer only.

COCOA, FLORIDA

Situated on Indian River, midway between Jacksonville and Miami, Cocoa is popular both with motorists and pleasure craft cruising on the Intracoastal Waterway.

Nearby Canaveral Harbor, noted for its shrimp and fishing industry and similar in character to a New England fishing port, annually attracts numerous visitors. Good hunting . . . duck, quail, wild turkeys, thrills for sports-lovers.

Center of the Indian River orange and grapefruit industry . . . considered by many the finest of all citrus . . . a delightful climate, beautiful setting . . . a permanent population of industrious and hospitable citizens.

BREVARD HOTEL, Cocoa. Open all year. B, C, F, I, M, O, K, L, Q. RATES: American: Nov. 15-Jan. 1 —Single, $5; double, $8.50. Weekly, single, $35; double, $59.50. Weekly, where stay is by month —Single, $32.50; double, $55. Jan. 1-Feb. 1—Single, $5.75; double, $9.50. Weekly, single, $39.50; double, $65. By month—Single, $37.50; double, $63.50. Feb. 1-April 1—Single, $6.25; double, $9.50. Weekly—Single, $42; double, $66.50. By month—Single, $39.50; double, $65. April 1-May 15—Single, $5.75; double, $9.50. Weekly—Single, $39.50; double, $65. By month—Single, $37.50; double, $63.50. Commission: BS except during peak of season (Jan. 20 to March 20).

RUTLANDS

ORLANDO'S STORE

• For Men •

★

S. Orange Ave. Orlando, Fla.

CITY OF WEST PALM BEACH

Thousands of visitors come to West Palm Beach in the winter . . . other thousands are finding it a delightful summer vacation city.

Situated on the west shore of Lake Worth, just three-quarters of a mile from public ocean bathing beaches and with three free bridges spanning Lake Worth to connect it with Palm Beach. In reality the two cities of West Palm Beach and Palm Beach complement one another . . . providing in one wealth, elegance, culture, and in the other the more modest desires for the average visitor.

Here are provided the finest in hotel and apartment accommodations as well as delightfully furnished homes . . . for Palm Beach is a city of homes . . . lovely palm-shaded homes. West Palm Beach likewise offers all typical Florida sports and entertainment . . . bathing and fishing being pre-eminent due to its proximity to the ocean . . . a splendid fleet of charter fishing boats . . . you may enjoy both Palm Beach and West Palm Beach to the utmost.

For those who wish to enjoy the quiet elegance of exclusive Palm Beach . . . revel in the ultra-modern atmosphere of that world-famous resort and all the attractions it offers—but who prefer to live on a less costly budget—yet in a satisfyingly refined atmosphere—come . . . to beautiful West Palm Beach.

For Further Information
CHAMBER OF COMMERCE
West Palm Beach

You haven't shopped at all until you've shopped at

HATCH'S

WEST PALM BEACH

DEPARTMENT STORE 305 CLEMATIS AVENUE

Peggy Van Shoe Store

Invites Its Many Friends to Come
In and See Beautiful Shoes at a
Price Suitable to All Patrons

• 221 Clematis Ave., West Palm Beach

FORT PIERCE, FLORIDA

County seat of beautiful St. Lucie County . . . in the heart of the famous Indian River Orange and Grapefruit Country . . . Located on the U. S. Highway No. 1—"The Dixie" . . . is the terminus of State Road No. 8 to Okeechobee and Gulf section . . . 232 miles south of Jacksonville, 58 miles north of Palm Beach, and 126 miles north of Miami . . .

With an average annual temperature of 73.6°, Fort Pierce, cooled by prevailing breezes from the Atlantic, enjoys an ideal climate. It is increasingly becoming a mecca for tourists wishing to avoid both the rigors of northern winters and the extreme heat of the summer months in the cities.

Five to seven ocean-going steamships sail weekly for New York, Philadelphia and Baltimore from this established and government-approved seaport carrying luscious Indian River citrus fruits, lumber and general cargo from this fast growing city. As if to vie with winter and summer tourists for first place in contribution to the general wealth of the city . . . industry and agriculture have set a fast pace of real development.

For the accommodation of the numerous fine yachts wintering in Florida theer is being constructed a modern yacht basin where will be available every service required by yachtsmen at extremely reasonable fees . . . For seekers of diversion there is a causeway and bridge across beautiful Indian River to the beach, with completely equipped beach casino . . . dance floor, restaurant, sun decks, bath lockers, bar and night club.

Here is a city of progressive people . . . owning its own light and water plant, containing splendid hotels and apartments, lovely homes, excellent schools, churches and the usual resort facilities of golf, tennis, boating, surf-bathing at excellent beaches . . . and the oft-repeated claim of "the best fishing in the world."

ORLANDO, FLORIDA

Situated on the Peninsula Plateau in the Lake Region is Orlando, largest of Florida's inland cities, with a permanent population of 35,000. A city of beauty . . . thirty-three fresh water lakes within its city limits . . . each with its individual charm.

Banking center of the State's Citrus Industry, it is surrounded by thousands of acres of orange and grapefruit groves, providing a seemingly never-ending vista of beauty to the motorist. Headquarters for motorists . . . from where they tour over superlative highways in all directions to enjoy inland Florida.

Throughout the year excellent recreational facilities are available . . . three golf courses, a municipal solarium for sun bathing, tennis, bridle paths. Large mouth black bass fishing . . . the angler's favorite game fish . . . bird and deer shooting in season.

(Continued on Page 21)

HOTEL ROYAL WORTH, West Palm Beach. Open Dec. 15-April 5. A, B, D, E, F, I, L, O, P. RATES: European: $4, $8 single; $8, $12 double. Suites, single, $15. Suites, double, $15, $20. Commission: BS.

MIRAMAR HOTEL, West Palm Beach. Open Dec. 15-April 15. C, D, F, I, O, P, Q. ENTERTAINMENT: Specail bridge parties, concerts, maintain our own recreational grounds on the lake side of the hotel. Beach games under direction of Sports Director. Arrangements can be made to play any private Palm Beach course. Guests taken free of charge to Palm Beach for surf bathing twice daily, and into shopping districts. RATES: American. Dec.-Jan. 15. Single, $7. Double, $12. Jan. 15-March 15. Single, $10. Double, $15.

St. Ann-on-the-Lake Academy

St. Ann-on-the-Lake Academy, West Palm Beach, Florida, cordially invites your daughter to enjoy its scholastic advantages, cultural environment and healthful climate . . . The ideal location of the school near Palm Beach secures for the students, in addition to the benefits of a healthful and beautiful environment, all the advantages the Great Winter Playground affords. The courses of study are planned according to the standards of the best American educational systems . . . A College Preparatory Course, covering requirements for all colleges, is adopted throughout the High School Department. It is, however, broadened by collateral studies in Literature, History, Art and Music . . . The Elementary Department offers a curriculum that prepares directly for high school. Dancing, School Music, Expression, Social Form and Conversational French are included in the course of study for the Elementary Department . . . Every facility is given for the pursuit of music, oral expression, painting and needlework—accomplishments which render a charm to domestic life and a pleasurable refinement to the home and social circle. The training of the Academy emphasizes the importance of each girl developing a sense of responsibility that will be of life value to her.

THE ANGEBILT HOTEL, Orlando. Open all year. A, B, D, F, H, I, K, L, O, P. ENTERTAINMENT: Golf privileges are extended to hotel guests at Orlando's two leading country club courses. Horseback riding, swimming pool, tennis. Hunting and fishing are at their best in our county. Individual sun solariums for ladies and gentlemen are provided for our guests on roof garden, along wtih shuffleboard courts, cocktail lounge and tap room. Private parlors for bridge parties, etc. Concerts. RATES: European. Single, $3.50, $4, $5, $6. Double (twin beds), $6, $7, $8, $10. Each room has private bath and prices range from size of room as well as location and exposure. Commission: BS.

FT. GATLIN HOTEL, Orlando. Open all year. A, B, C, D, F, G, I, K, L, O, P. ENTERTAINMENT: Connections with two beautiful golf and country clubs. Near Sunshine Recreational Park. Only four blocks from theatres and shopping districts. RATES: European: $2.50, $4. Commission: BS.

COLONIAL ORANGE COURT HOTEL, Orlando. F, I, K, O, Q. ENTERTAINMENT: Active social life under hostess direction. Indoor swimming pool, clubroom equipped with shuffleboard, pingpong, billiards and other games. RATES: European. Nov. 1-May 1. Single, $3.50, $8. Double, $5, $12. May 1-Nov. 1. Single, $2.50. Double, $4. 10% discount on monthly rates. Commission: BS.

Phone 3433

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VOLUSIA COUNTY, FLORIDA

In central Florida, with beautiful St. Johns River on the west, the Atlantic ocean on the east—Volusia County, with a permanent population of over 50,000 . . . tripled in the winter months by tourists, enjoys an enviable location.

With fourteen incorporated towns and cities balancing the farm areas, Volusia County offers a choice of varied locations. DeLand, home of Stetson University, Daytona Beach—admitted by all to have the world's most famous beach—and New Symrna Beach, second oldest city in the United States—are typical Volusia County cities. These and other cities provide local markets for the dairy products, eggs and vegetables. The citrus fruits, ferns, honey, vegetables, bulbs and forest products are shipped all through the year to Northern markets.

Six hundred citrus growers, forty-five dairymen, seventy vegetable growers, forty-five poultrymen, one hundred twenty-five fern growers, twenty cattlemen and sixteen apiarists have developed and maintain 26,313 acres of Volusia County with a production value of more than $3,000,000. These are only a fraction of the 718,720 acres of land in this great agricultural county.

It is of interest to know that practically all Volusia growers are affiliated with one or more of the various growers' organizations. These have brought about an improvement in crops and products, a reduction in costs and increased profits. Thus Volusia County, with the co-operation of the State Agricultural Extension Service working through the various growers' organizations, have established a reputation for the highest possible quality of agricultural, citrus, dairy and poultry products.

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BARBE HOTEL, Daytona Beach. Open year 'round. A, C, J, L, O. Coffee shop next door. ENTERTAINMENT: Bridge parties and city recreational facilities. Directly on the ocean: RATES: European: Single, $2.50, $3.50. Double, $4.00, $6.00. Weekly rates on application.

DAYTONA BEACH

Fulfilling her destiny as an essentially Tourist City, without substantial industry or outstanding agriculture, Daytona Beach is increasingly equipping herself to provide the visiting tourist everything their hearts may desire. This is the accepted mission of Daytona Beach. Comprising, as it does, three cities, Seabreeze, replete with large tourist hotels; Daytona Beach and Daytona, oldest of the three, it is now joined together as Greater Daytona Beach. Four free bridges across majestic Halifax River join the three areas and give a total permanent population of 23,000.

The crowds year 'round on the new solid concrete ocean front "boardwalk" testify to all-year popularity. Programs summer and winter in the bandshell. A new casino is likewise under construction.

Daytona Beach boasts the finest water, product of a $300,000.00 water-softening plant with a daily capacity of 4,000,000 gallons and two 200,000-gallon overhead storage tanks. Modern 125-bed hospital . . . fine schools and churches . . . modern hotels and apartments . . . attractive shops and theatres. In reality a city of beautiful homes, broad boulevards, supplemented by a matchless beach, famous as scene of automobile speed racing. The Florida Open Forum, held in the Auditorium, together with the annual artist series, provide cultural background and entertainment of the highest standard. The 220-acre municipal airport is a worthy feature not to be overlooked.

Daytona Beach extends the hand of welcome to those who seek the perfect winter and summer home or vacation.

PRINCESS ISSENA, Daytona Beach. Open November 10 to May 1. A, B, C, D, F, I, L, O, P. ENTERTAINMENT: Social hostess, music, bridge, putting green, shuffleboard, miniature 9-hole golf course. Guests have privileges at Bath & Tennis Club and at all local Golf Clubs. RATES: American. Single, $8.00, $10.00. Double, $14.00, $16.00, $18.00. Weekly, Single, $56.00, $63.00, $70.00. Double, $98.00, $105.00, $112.00, $126.00. Commission: BS for stay up to and including March 1.

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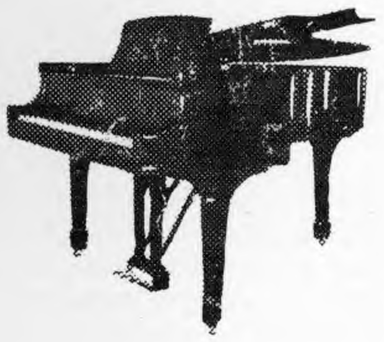

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Agriculture Department

Florida differs . . . in many ways. Its prime natural resources are timber, minerals, fisheries and naval stores, and crop resources are fruits, vegetables, general farming and highly specialized tropical products. In this last named it takes first rank. As a tourist state Florida ranks first. It has a tremendous lure for tourists of all states. The main attraction is the climate and the seemingly endless days of sunshine. In fact, rare is the day without some sunshine.

As the whole state is absolutely free from blizzards and snow, and the lower part having little or no frost, pleasant bathing beaches in the dead of winter have an appeal that nothing else can equal. Even the summers are moderate and "air conditioned" by prevailing trade winds or ocean breezes.

With 8,000 miles of hard-surfaced highways, splendid orange groves, thousands of acres of winter-grown vegetables, forests ever green with trees and shrubs, beautiful azaleas abloom in February . . . the tourist has plenty to see. The palm trees of many varieties make this land of sunshine seemingly a "tropical paradise."

Agricultural progress of the state, though gradual, has been most gratifying and persistent. The increase in population and the increase in agriculture and industries have gone along together in a consistent manner. The citrus fruit crop in Florida was 974,033 boxes in 1901-2 and at the time the population was 528,000. Citrus production in 1937-38 was 40,000,000 boxes and the population was 1,700,000. The average individual has no conception of the investment in the citrus fruit industry. The figures last year showed in excess of $400,000,000. Other lines of agricultural progress have been of a similar character. Vegetables have kept pace with other products in volume and value.

The state has made marvelous strides in leading the way toward providing wholesale markets for farmers. Already nine of these markets have been established. They provide a direct contact between the farmer and the wholesale buyer of farm commodities.

Transportation facilities of Florida are more than ample with a network of perfect roads, the finest in railway systems and literally thousands of miles of coastline with hundreds of harbors and airports second to none in the country . . . Florida is able to handle any phase of proper transportation. The volume of shipment in Florida ports exceeds 10,000,000 tons.

Our annual visitors equal our permanent population. No greater asset can any state have than the presence and good will of millions of visitors from all other states. Florida, her climate, her people and her great natural resources are yours to see and to have a part of . . . should you desire.

ROZELDA HOTEL AND APARTMENTS, Nassau. Open all year. A, B, H, I, P. Bathing beach for use of guests four blocks away—no charge. RATES: European: Jan. 1-April 1—Single, $5; double, $8. April 1-May 1—Single, $4; double, $6. May 1-Dec. 31—Single, $2.50; double, $3.50. Commission: BS.

ST. AUGUSTINE

The oldest city in the United States . . . founded in 1565, or more than 200 years before the Revolutionary War, undeniably one of the nation's most interesting from a historic standpoint.

Here in 1513 Ponce de Leon landed in his search for the famous Fountain of Youth. At the Shrine of Nuestra Senora de la Leche the first mass was said in the "new world" . . . Fort Marion, built of coquina rock and one hundred years in the making, is the best preserved fortification of its kind in the country. Here is the oldest house in the United States . . . Spanish Governor's Mansion . . . slave market and cathedral . . . all rare historical scenes, attracting thousands of tourists throughout the year.

Mingled with scenes of yesteryear are new scenes of the modern era which serve to create a vacation and resort appeal. Excellent fishing abounds the year 'round . . . protected waters of Matanzas Bay and river for boating and yachting . . . three marvelous beaches just a few minutes from the city . . . golf courses . . . excellent hotel, apartment and guest accommodations available all year.

A municipal pier for yachts and pleasure craft . . . beautiful picnic park at Lighthouse Beach with a free fishing pier . . . the new Civic Center, just north of city gates . . . an $80,000 building of coquina rock and the center of tourist activities. The Marine Studios, a few miles to the south, has the two largest aquariums ever built and underwater motion picture studios. Here all types of marine life may be viewed.

In conclusion, St. Augustine is the county seat of St. Johns County, which in itself is noted for its productive farms. Here is the ancient and modern, blended together, where a discriminating vacationist can obtain that "something different" in a trip.

MARINE STUDIOS

ST. AUGUSTINE, FLORIDA

Situated 18 miles south of St. Augustine on the new Ocean Shore Boulevard, this breeze-swept, sun-drenched spot has become one of the outstanding "must-see" points of interest of Florida.

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Sharks, rays, porpoise, sea-cows and countless other unique forms of marine life seek out their own existence in this mammoth institution. Only recently opened, Marine Studios has created world-wide comment.

NASSAU

In the island of New Providence, Nassau is the capital seat of the government of the Bahamas. Originally a former stronghold of pirates until their expulsion when British rule was established, there came to these islands to settle and establish homes after the War of Independence a most important influx of Loyalists and their slaves from Georgia and Carolina.

During the American Civil War, Nassau was again thronged by adventurers, but today with modern shipping and aviation the harbor retains a constant, but peaceful, activity. Today it is unique among wintering places of the world. With quite an interesting and historic background it now enjoys the widest popularity as a winter resort.

Here are to be found real coral sand beaches, seashore golf courses, sponge markets, colorful and picturesque incomparable fishing grounds, sailing and cruising over tropic-hued waters. Rich in hotel accommodations . . . both European and American plan . . . apartment buildings and delightful furnished homes for lease by the season.

Every type of sport or recreation is provided in an environment not to be found anywhere but in Nassau. A matchless climate with no extremes of temperature . . . an average of 70° from December to April . . . the most equable in the world . . .

AND THE BAHAMAS—blessed by every natural element that makes for man's happiness, the great Bahama Banks extend their welcoming arms of friendship from their southern Atlantic position midway between Cuba and Florida . . . A picturesque group of islands within the domains of the British Empire . . . famed for their island beauty, historic lore, ideal climate, gorgeous foliage, colorful waters and rare hospitality.

To these colorful isles come the elite of two continents, world travelers and explorers into the mysteries of the clear waters of the ocean . . . from the homeland and the provinces, or the American business and professional man—his family and friends . . . seeking, and finding here, relaxation and health from cold changeable temperature and wintry gales.

Shops with importations from the world's markets as well as the eagerly sought native products of the islands. World-famous beaches of clean fine coral sand with bathing at its best the year 'round . . . Golf on a seasied course . . . fishing fleet with skilled guides who know the lairs of groupers, kingfish, flying fish, giant tuna or blue marlin . . . Here is found the old-fashioned carriage or modern automobile, as you wish—to drive or motor over lovely drives. Points of interest . . . Fort Charlotte, the Queen's Stairway or Blackbeard's Tower . . . At night the grills of famous hotels, Jungle Club or a never-to-be-forgotten moonlight sail to sea.

Where once old pirates held sway . . . now replete with historic romance . . . Come once—you, like others—will come again. The Development Board, Nassau, Bahamas, British West Indies, welcomes inquiries and will gladly give any desired information regarding Nassau and the Bahamas.

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Florida's State Park System

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Wonder spots throughout the whole state await your discovery in wilderness, hammock jungles, rivers and lakes . . . far removed from the constant inroads of civilization. Lakes and rivers abounding in fish . . . natural preserves stocked with game. Then the state parks that are being rapidly developed to preserve natural beauty. Today these parks, each with its individual characteristics, are now accessible to, and usable by, the public.

Since 1935 seven parks have been acquired and are in process of development. Highlands Hammock and Hillsborough State Parks are now open for public use.

Fort Clinch State Park, two miles from Fernandina, with the old fort still in a good state of preservation, is a splendid recreational center, with ample sports facilities and a trailer camp.

Gold Head Branch State Park, near Keystone Heights, with an exquisite sand bottom lake and a 65-foot deep ravine with footpaths, provides an opportunity for study of plant life. Here, too, is also excellent fishing, bathing, boating and a trailer camp.

Highlands Hammock State Park, seven miles from Sebring, is a sub-tropical wonderland . . . a panorama of beautiful vistas with roads or delightful footpaths going right into the heart of tropical plant life. Birds, alligators and wild deer are in abundance.

Myakka River State Park of 8,300 acres adjoins the Myakka River State Forest of 18,610 acres on beautiful Myakka River. The subtropical plant life and gorgeous flowers are outstanding. It is particularly noted for bird and wild life and the excellent fishing and recreational facilities.

The Hillsborough River State Park near Tampa, with a majestic river flowing through the same, is a park of glorious oak trees, ferns and orchids. Here, as in the other parks, are provided complete facilities, including overnight cabins.

It is planned that, ultimately, all these outstanding areas may be set aside and developed to the end that the outstanding natural features of Florida may be preserved for all people for all times . . . that the town and city dweller may find a sylvan retreat . . . a playground and picnic spot within a few hours' drive of his home, and finally may have an opportunity to discover the real Florida and have sites and outdoor conveniences wherever he goes.

SHOREHAM HOTEL, Nassau. Open Dec. 24-April 1. A, B, D, F, I, K, P. ENTERTAINMENT: Private swimming pool and bath houses, also bathing beach for use of guests three blocks away. RATES: European: Dec. 24-Jan. 15—Single, $4; double, $6 up. Jan. 15-April 1—Single, $5 up; double, $8 up. Commission: BS.

HOTEL GEORGE WASHINGTON, Jacksonville. Open all year. A, B, C, D, E, F, G, H, I, L, O.

RATES:		Jan.-Feb.-Mar.
Single	$2.50, $3, $3.50, $4, $5	$3, $3.50, $4, $5, $6
Double bed	$4, $5, $6	$4.50, $5, $6, $7
Double twin beds	$5, $6, $7, $8	$5, $6, $7, $8, $10
Single, double con.	$8 up	$9, $12
Double con.	$10 up	$10, $16
Single parlor suite	$8 up	$10, $14
Double parlor suite	$10 up	$12, $18

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RATES:		Jan.-Feb.-Mar.
Single	$2, $2.50, $3, $4	$2.50, $3, $4, $5
Double bed	$3.50, $4, $5, $6	$4, $5, $6, $7
Double twin beds	$4, $5, $6, $7	$5, $6, $7, $8
Single, double con.	$7 up	$8, $10
Doubles con.	$8 up	$9, $12
Single parlor suite	$7 up	$9, $12
Double parlor suite	$8 up	$12, $14

Monthly rates on request.

WINDSOR HOTEL, Jacksonville. Open all year. A, B, C—white only. F, I, L, M, O, Q—Fla. headquarters. Wide and spacious verandas. Located directly across from Hemming Park, only 2 blocks from heart of business district. Terrace dining room. ENTERTAINMENT: Bridge studio—weekly tournaments. RATES: European: Single, $3, $3.50, $5, $6; double, $5, $6, $8, $10. Monthly—Single, $75, $90, $100, $125; double, $100, $125, 140, $150, $300. Suites, twin bedroom, living room and bath, $12; monthly, $300. Suites, 2 bedrooms, bath, living room between, $18. Commission: BS.

HOTEL THOMAS, Gainesville. Open all year. A, B, C, F, G, I, O, L, P. RATES: Single, $4, $4.50, $5, $6, $7; double, $8, $8.50, $9, $10, $12. Weekly, single, $28, $29, $32, $38, $44; double, $52, $55, $58, $64, $76. Monthly, single, $110.40, $114, $124.80, $146.40, $168; double, $206.40, $217.20, $228, $249.60, $293.

SANFORD, FLORIDA

The "World's Celery Center," Sanford also enjoys one of Florida's most ideal locations.

With a government-maintained channel to Jacksonville, a fine airport, through rail service, access to all highways . . . Sanford is fortunate.

Of interest . . . The Seminole Driving Club, where harness horses have their winter training . . . Florida's largest municipal zoo . . . oldest cypress trees in America, etc. As far as eye can see . . . celery fields. Here one-fourth of all the celery in the United States is grown.

In this agricultural community a city of industry, mercantile establishments, hotels and fine homes, has been established.

MAYFAIR HOTEL, Sanford. Open all year. A, B, C, D, F, I, K, L, M, N, O. Cocktail lounge. ENTERTAINMENT: All sports and connections with Florida Black Bass Club. RATES: American: Dec. 10-March 15—Single, $7, $9; double, $13, $15. six weeks or more deduct 5%. Commission: BS.

WAKULLA SPRINGS LODGE, Wakulla. Open all year. A, B, C, E, F, G, I, K, L, O, P. ENTERTAINMENT: Dinner dances, bridge teas, musicales. Golf at 18-hole Tallahassee Country Club. Deep-sea fishing, glass-bottom boats and jungle cruises. RATES: American: Single, $6, $9; double, $10, $16. Weekly, single, $42; double, $70. European: Single, $3.50, $6; double, 5, $10. Weekly, single, $24.50; double, $35.

JACKSONVILLE, FLORIDA

Pack your guns and fishing tackle along with your golf clubs when you head for Jacksonville . . . The benign climate and sea-spiced, invigorating air creates a new zest for living.

You'll play golf in Jacksonville on your choice of several sporty 18-hole courses, including a seaside links ranked one of the six best in America. Fighting gamesters of both fresh and salt water varieties abound in nearby lakes, streams and coastal waters.

Deer, wild turkey, quail, doves, ducks . . . good hunting in season. Enjoy surf bathing, sun tanning, on Jacksonville's magnificent 30-mile stretch of ocean beach. Smart resort hotels offer complete facilities for a glorious vacation in the salt-tanged, healthful atmosphere of this sun-blessed playground.

Bring your boat and revel in magnificent cruising on picturesque St. Johns River. Nowhere else in America will you find a cruiseway so replete with tropical beauty as the winding course of the St. Johns, longest northward-flowing navigable river in the United States.

The scenic countryside offers a rare opportunity to explore an amazing variety of historical and romantic points of interest reaching back to the earliest days of Spanish and French colonial occupation. Half a century before the Pilgrims sighted Plymouth, French Huguenots knelt on the banks of the St. Johns River for the first Protestant prayer in North America.

Other historical and beauty spots . . . Ribault Monument, Epping Forest, magnificent estate of the late Alfred I. duPont; Fernandina, once a notorious pirate's haven, now famous for shrimp and oyster dinners and as the new home of great pulp mills; Fort Clinch, near Fernandina; built before the Civil War and now being restored by the State Park Service.

Once a sleepy river village named Cowford, Jacksonville was re-christened in 1822 in honor of Andrew Jackson. From its earliest days the city has prospered by virtue of its dominant position as a converging point for traffic by land, by sea and, more recently, by air.

No matter how you prefer to spend vacation hours, your dollars will buy more fun in this brilliant year-'round playground where living and pleasure costs are lower.

GAINESVILLE, FLORIDA

Located on the Orange Blossom Trail . . . Florida's most scenic route. Gainesville has been a college town since 1866. In 1905 it was selected as the site of the State University. This institution, occupying 1,100 acres, has a student enrollment of 4,000 and a supplementary summer Normal School enrollment of 1,000.

Gainesville provides splendid recreational facilities . . . Tennis, nearby spring bathing resorts . . . fresh water lake fishing or deep-sea fishing in the Gulf, 60 miles away.

The county seat of Alachua County, it annually draws approximately six million dollars produced by agricultural and lumber products. It is the center of the tung oil industry, 90% of America's production being in this area.

The commercial, educational, social and municipal interests of the city are unselfishly advanced by its splendid Chamber of Commerce.

ORMOND AND ORMOND BEACH

A cultured community with the fine traditions of its early settlement.

The original founders, English planters, came from the Bahamas in 1873 to occupy Spanish colonization lands. Prior to this, as evidenced by nearby ruins of Franciscan Friars' missions, Spain established a colony here in the 15th century.

Complete sports program . . . tennis, golf, archery and boating or fishing in the Halifax River and Atlantic. Incomparable surf bathing and a famous 20-mile speedway on a 500-foot wide beach. In all a city of fine hotels, churches and lovely homes . . . a city of rare charm and hospitable residents.

THE BOLLES SCHOOL

A boys' school which conforms to the highest educational standards in preparing boys for college and business. Intellectual, physical development and character-building aims. The gymnasium, athletic field and drill ground are used to lay a foundation for clean living and clear thinking.

Situated seven miles south of Jacksonville, the beautiful buildings are considered architectural gems. No other school plant in America is more modern.

Academic courses cover sixth, seventh and eighth grades, four years of high school and one year post-graduate work. Thorough preparation for College Entrance Board Examinations—also for a business career, a well-rounded educational program combined with two years' instruction and practical business training is provided.

MIRAMAR HOTEL, Ft. Walton. B, C, F, M, O, P, Q. ENTERTAINMENT: Golfing, fishing, swimming, boating. RATES: American: Single, $3.25 up; double, $6.50 up. Weekly, single, $25 up; double, $50 up.

PENSACOLA, FLORIDA

One of the most progressive ranking cities in the state—this "The Annapolis of the Air" is fulfilling her apparent destiny.

Founded by Spanish adventurers in 1516, flags of five nations have fluttered over her . . . Old forts, dungeons, silent cannon, crumbling ramparts . . . today all mingle in harmony with a now modern city.

Possesses one of the nation's finest deep-water harbors, practically landlocked—open to ships of all nations . . . Unsurpassed beaches . . . appealing combination of sports—hunting, fishing, yachting, golf, tennis, etc.

Magnificent churches and schools, beautiful homes . . . A busy, industrious city.

SAN CARLOS HOTEL, Pensacola. Open all year. A, B, D, E, G, H, I, L, N, O, Q. Pensacola has largest naval air station in the country, numerous old forts and underground passages. One of the most beautiful beaches in this part of the country. RATES: Single Court Room, $2.50, $3; double, $4, $4.50. Outside, single, $3.50; double, $5, $6. Corner, single, $4, 5; double, $7, $8. Parlor, bedroom, bath, $9, $15. Monthly, $45, $60 up. Commission: BS.

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ST. PETERSBURG, FLORIDA

Most often called the "Sunshine City," thirty-three miles of shore line, peerless beaches, sparkling lakes, bayous, bays and inlets of tropical-hued waters, sporting golf courses and miles of bridle paths invite the visitor.

The recreation clubs and parks are virtually one big playground embracing an entire city. Entertainment is continuous . . . at the numerous resort hotels from September to May . . . with dances, costume parties, musicales and concerts for their guests out in the open, with the city-sponsored Festival of States . . . a week of pageants, merrymaking, parades, masques, beauty shows climaxed by the queen's coronation and a three-mile procession of colorful state floats.

Yachting and sailing regattas for the boating enthusiast . . . daily concerts in Williams Park, in the heart of the city's hotel and shopping district, provide additional entertainment. Beautiful shops, theatres, in fact everything one seeking recreation, sports or relaxation can find in a resort city.

Greyhound racing, training quarters of New York Yankees and St. Louis Cardinals . . . numerous colorful and exclusive Cabana Clubs with their swim pools, sun bathing on marvelous beaches. A million-dollar steel and concrete recreation pier extending out for a mile into Old Tampa Bay.

Many are the tourist clubs made up of thousands of members drawn from every state in the union who enjoy shuffleboard, lawn bowling, horseshoes, tennis, chess, checkers and other diversions daily in the many recreation centers.

For a truly enjoyable winter vacation in a city of proven hospitality . . . St. Petersburg welcomes you.

SUWANNEE HOTEL, St. Petersburg. Open all year. A, B, C, D, F, I, L, N, O. Hotel five blocks from Tampa Bay. Solarium nearby. ENTERTAINMENT: Bridge parties, dances, etc. Guest privileges at Lakewood Country Club. RATES: European: April 1-Dec. 31—Single, $3, $5; double, $5, $8. Weekly—Single, $21, $35. Jan. 1-March 31—Single, $5, $8; double, $7, $14. Weekly, single, $35, $56; double, $49, $98. Commission: BS.

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Established in 1908 . . . fully accredited since 1914. A nine months course of academic work for college or business preparation. The graduation records are eloquent testimony to the factulty. Modern, fireproof and steam-heated buildings.

The Association of Military Colleges and Schools has seen fit to include it in its membership. The War Department furnishes arms and equipment for the R.O.T.C. unti and has designated the academy as an Honor Military School. This, the highest possible rating, permits West Point and Annapolis appointments.

Concerts, chapel services and dress parade each Sunday for patrons and invited guests. The tuition rate of $975 includes all expenses, except spending money.

DON CE-SAR HOTEL, St. Petersburg. Open middle December to first week April. A, B, C, D, I, K, L, M, O, P. ENTERTAINMENT: Bridge parties, dances and concerts. Surf and sun bathing. Horseback riding, fishing and golfing. RATES: Single, $10, $15; double, $18, $24. Commission: BS.

PRINCESS MARTHA HOTEL, St. Petersburg. Open Oct. 15-May 1. A, D, F, G, I, L, O, P, Q. Cocktail lounge. ENTERTAINMENT: Bridge parties, dances and concerts. Connections with Lakewood Golf Club. RATES: Oct. 15-Jan. 1 and after April 1. European: Single, $3, $3.50, $4, $4.50, $5; double, $5, $6, $7, $8, $9. Weekly, single, $17.50, $21, $24.50, $28, $31.50; double, $31.50, $35, $42, $49, $56. Jan. 1 to April 1—Single, $5, $5.50, $6, $7, $8, $9, $11; double, $7, $8, $9, $10, $11, $12, $14. Weekly, single, $31.50, $35, $42, $49, $56, $63, $70; double, $42, $49, $56, $63, $70, $77, $84. Commission: BS.

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TAMPA, FLORIDA

A busy seaport . . . metropolis of the West Coast . . . Thirty-seven steamship lines . . . tramp steamers from the seven seas . . . fruit boats from Central America . . . make this their port of call and pick up exports of phosphate, lumber and citrus products.

A city with 130,000 . . . this Greater Tampa with its cosmopolitan atmosphere. In the Spanish quarter, carnivals and festivals add color . . . Spanish costumes . . . native folk dances . . . carioca, rumba. Unsurpassed food . . . unforgettable romantic settings.

Beautiful sub-tropical Plant Park, a recreation center . . . thronged with tourists enjoying varied sports. The Tampa Municipal Museum, Tampa Aviary, Bayshore Drive, Yacht Basin, Ballast Point Park, Davis Island's air base, University of Tampa, Cooperative Latin Clubs, Sulphur Springs . . . all of interest to visit.

HOTEL TAMPA TERRACE, Tampa. Open all year. A, B, D, E on request. F, G, I, L, N, O. RATES: European: Single, $3, $5; double, $5, $10. Single suites, $8, $10. Double suites, $12, $15. Only daily rates quoted. Commission: BS.

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LAKELAND, FLORIDA

Metropolis of the Ridge Section, Lakeland offers health, cultural enjoyment and the general pleasure of living.

Scores of fresh-water lakes . . . purest water . . . salt breezes from Atlantic and Gulf . . . ideal all-year-'round climate . . . homes in an unusually pleasing environment.

A cultural center . . . home of the Florida Southern College and numerous other educational institutions. Church life is extensively developed . . . headquarters of the Consolidated Methodist Churches and departments of the Florida Christian Advocate.

The Florida Citrus Commission, Frost and Freeze Division of the United States Weather Bureau are located here. Also many offices of national and state agricultural departments.

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HOTEL LAKELAND TERRACE, Lakeland. Open all year. A, F, G, I, L, O. RATES: European—Single, $3, $3.50, $4; double, $6, $8, $10. Commission: BS.

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RINGLING SCHOOL OF ART

School of the John and Mabel Ringling Museum of Art provides full facilities for the needs of all interested in art class work.

Hundreds of artists or others interested in art as a hobby come here to study in this mild climate. It is the only art school affording living accommodations for students of all ages. Reasonable study and living costs are considerably less than the average hotel. Opening October 1, closing June 1.

Total cost, including private room, board, tuition and fees, $532.50. Tuition fees only $290. For literature, address Registrar, Sarasota, Fla.

SARASOTA

Sarasota is constantly perfecting its entertainment and recreational features . . . the new $100,000 beach casino, center of Sarasota's municipal beach development, with its fresh water pool, bathers' lunch room, grill, dance floor, tap room and soda bar-lounge. The Civic Center—$150,000 enterprise on Broadway overlooking Sarasota Bay and a new $50,000 municipal auditorium. Sports are not neglected . . . golf, tennis, bowling on greens, shuffleboard, horseshoes and many others.

Sarasota has a beautiful back country, with its celery and citrus, vegetables, and with gulf provisions for commercial fishing. Added to her revenue are the Florida Dolomite Company, glass works; the winter quarters of Ringling Bros. and Barnum and Bailey Circus with its 1,600 personnel and performers; John and Mabel Ringling Museum of Art . . . paintings and statuary . . . 400 originals by the great masters . . . exhibited in magnificent buildings.

Sarasota is a sports center, acknowledged peer of tarpon fishing grounds. However, every type of fishing, from fly-casting to harpooning, is available . . . Bobby Jones and other golf courses . . . Here is the second largest colony of retired Army and Navy Officers . . . an artists and writers colony . . . Little Theatre group with its own theatre . . . home of big league baseball players . . . spring training headquarters of Boston Red Sox . . . excellent public and private schools . . . splendid hotels and apartments.

A city of lovely homes and magnificent estates and congenial, hospitable citizens. Sarasota awaits you with the knowledge that there is never a dull moment for those who desire action or an opportunity lacking for those desiring restful quiet.

MIRA MAR HOTEL, Sarasota. Open Nov. 1-May 1. A, B, D, H, I, K, L, M, O, P. ENTERTAINMENT: Golf, hunting, deep-sea fishing. Social features during months of January, February and March. RATES: American: Single, $7-$11; double, $12.50-$18. European—Single, $4-$8; double, $9.50-$12. Monthly rates on above at an approximate 10% discount. Commission: BS on rooms, C on meals.

ORANGE BLOSSOM, Sarasota. Open Dec. 15 to April 1. A, F, I, O. RATES: European—Single, $2.50-$5; double, $4.50-$7.

HOTEL DIXIE GRANDE, Bradenton. Open all year. G, I, O, L, Q. Deep water dock four blocks from hotel. ENTERTAINMENT: Sun porch and roof sun bathing; patio with shuffleboard; mezzanine with billiard table; card rooms; golf and fishing convenient to hotel. RATES: European: Single, $2.50-$6 daily; double, $4-$6 for corner room. Monthly—Single, $75-$125; double, $90-$125 for corner room. Commission: BS.

BRADENTON

"Garden Spot of Florida's West Coast"—famed for its variety of attractions, noted for the friendly spirit of its people. Nature provided magnificent beaches with surf and sun bathing . . . fishing, boating . . . vast acres of agricultural lands.

Modern accommodations . . . a colorful background of social events . . . Bradenton Country Club and North Shore Country Club . . . Recreation Park, Bradenton Tennis Club and Memorial Pier.

Nearby are many points of interest . . . Cortez fishing village, Braden Castle—ruins of old Seminole fortresses, travertin quarries, mineral water at Samoset . . . Fuller's earth pits, gladiola farms.

Back to Bradenton . . . city of happy, friendly homes, schools, churches . . . everything conducive to a complete winter vacation.

BOCA GRANDE HOTEL, Boca Grande. Open Jan. 1 to April 1. A, I, M, O, P. RATES: American—Single, $10-$14; double, $20-$26.

HOTEL MORGAN, Fort Myers. Open all year. A, B, C, F, I, K, L, M, N, O. ENTERTAINMENT: Bridge parties. Have a golf course and there is a park in front of hotel which guests have advantage of using. RATES: American: Single, $5-$7; double, $9. Weekly, single, $35; double, $63. European—Single, $2.50-$4.50; double, $4.50 up. Weekly, single, $17.50; double, $28.

FORT MYERS AND LEE COUNTY

The "City of Palms" and the resort, recreational, commercial and agricultural center of Southwest Florida.

"Discovered" by Thomas Alva Edison in 1884, he returned annually to his winter home and laboratory. Mr. Edison was responsible for the planting of royal palms . . . Today these are so prolific that it is well named the "City of Palms."

Built on the south side of the broad Caloosahatchee River and Cross-State Highway No. 25 to the East Coast, it is well served by both rail and bus. All recreational facilities are available—boating, fishing, golf, tennis. With a twenty-minute drive to Fort Myers Beach, resort colony with eight miles of white sand beach . . . a fresh water swimming pool and fishing pier.

Fort Myers hotels and apartment buildings are open all year. The shops display the latest in resort styles and the theatres the latest in pictures. A city rich in heritage . . . a city of rare tropical beauty . . . a city where, regardless of season, the visitor finds a friendly spirit.

Diversified agricultural, horticultural, mining, lumber, fishing and livestock activities have established Lee County as one of the most stable and progressive counties in the entire state.

Climatic and soil conditions offer unequaled agricultural advantages. Hundreds of carloads of fruits and vegetables, totaling over $4,000,000, are shipped each winter to northern markets, likewise thousands of tons of phosphate, lumber and fish. In addition are concrete products, millwork, fertilizers, tropical preserves, canned citrus nd canned sea foods.

Favored in natural resources, Lee County enjoys a delightful climate. A land of opportunity for those who would enter any of her many fields of endeavor.

MANATEE RIVER HOTEL, Bradenton. Open Dec. 15 to April 15. A, D, F, I, K, L, N, O. RATES: American—Single, $7-$11; double, $12-$18. European—Single, $3.50-$8; double, $5-$12. Commission: BS.

HAVEN HOTEL, Winter Haven. Open all year. A, B, C, D, F, I, L, O, P, Q. Hotel on lake, boats to let. ENTERTAINMENT: Shuffleboard, croquet, card parties, etc. Golf courses convenient to hotel. RATES: American: Dec. 15-April 15—Single, $6 up; double, $10 up. Weekly, single, $36 up; double, $61.50 up: European: Dec. 15-April 15—Single, $3.50 up; double, $5 up. Weekly, single, $21 up; double, $31.50 up. April 16-Dec. 14—Single, $1.50 up; double, $2.50 up. Weekly, single, $9 up; double, $12 up. Commission: BS.

FLORIDA CYPRESS GARDENS

On the shores of lovely Lake Eloise, just out of Winter Haven, is a new type of garden having an irresistible appeal to the traveler.

Ancient cypress tower from water and shore . . . camellia japonica against backgrounds of live oaks draped with Spanish moss . . . winding paths banked with brilliant blooms of azaleas, snowy fragrant gardenias, glorious Hawaiian hibiscus . . . rioting colors of bougainvillea.

A veritable year 'round flower show . . . varied palms—tree ferns. In words, a most spectacular exhibit of tropical jungle gardens.

NAPLES HOTEL, Naples-on-the-Gulf. A, C, D, K, L, M, O, P. ENTERTAINMENT: Golf, swimming, tennis, boating, fishing. Guests have privileges at Naples Golf and Beach Club. RATES: American, $5.50-$7.50. Commission: Direct arrangement.

WINTER HAVEN, FLORIDA

Some of the state's largest packing houses here care for nearby thousands of acres of orange, grapefruit, Tahiti lime, kumquat, king orange and limequat groves. The Federal Government maintains an experimental laboratory here for fruit preservation.

The Annual Orange Festival—foremost citrus show of the state—is held here . . . a unique, beautiful, educational festival. A fifty-mile boat course bordered by gorgeous groves and natural jungle connects seventeen of the one hundred beautiful lakes lying within the city limits. Lovely Lake Eloise with its setting of ancient cypress trees . . . many other points of interest. Attractive hotels, apartments, homes, city parks, theatres, shops, schools and churches; a winter home for all who desire to spend the winter.

NAPLES

Where the Tamiami Trail meets the Gulf on the West Coast. Partly on the Tamiami Trail and partly on the open Gulf, this attractive resort community enjoys a remarkably beautiful setting.

Here at Naples begins the famous Ten Thousand Islands—ranging from tiny patches to islands containing hundreds of acres. On some of these were built ages ago chains of Indian mounds, an unsolved mystery.

A favorite stopping place for tourists traveling either direction on the Tamiami Trail and seeking excellent hotel accommodations.

35.00